Nationwide is experiencing a data quality crisis. A continuously rising amount of data redundancy and data incompatibility is making data analysis and reports near impossible. The ability to do consistent, quick data analysis and reports is critical for Nationwide to stay in business.

Nationwide operates in a decentralized structure. Each unit operates its own data centre. This lends greater flexibility in operations and management of data. However, it is creating hundreds of out-of-date systems all over the country. This results in the creation of redundant data, which in effect, buries key data and makes the data difficult to manage. This slows down Nationwide and causes its competitors to leap ahead of the competition.

These issues were made more apparent when Nationwide bought Allied. After buying Allied, it was discovered the two store data completely different. The incompatibility between each makes company-wide reports a struggle to complete. To make a company-wide report, two separate reports for each branch have to be created first. Nationwide should not have to make two separate reports. By reducing data redundancy and incompatibility, data processing time can be reduced from months to seconds.

A solution is to create a hybrid data model. The hybrid data model will merge the data between Nationwide and Allied. This will involve the creation of a central data warehouse. This will make business at Nationwide more efficient and help Nationwide stay competitive. Countless time and money can be saved if this solution tackles Nationwide's data redundancy and incompatibility issues.

If Nationwide does not work on a solution, the company will look less favorable to customers and state insurance regulators. State insurance regulators demand policy re-pricing reports each quarter. If Nationwide cannot get these reports out, the company may be shut down. If not that, customers will flock to competitors for superior service and leave Nationwide in the dust.

At Nationwide, data quality is of top concern. Nationwide believes that customers deserve the most efficient experience they can get. However, Nationwide cannot fulfill that mission if data quality is causing service to halt to a crawl. The business will get into legal trouble with state insurance regulators and competitors will steal valued customers. Nationwide's plan to create a hybrid data model will save countless hours in time and savings in money. It will allow the company to focus on what really matters. Nationwide is on your side, and it always will be.