

How Yellowbrick can modernize **Aetna's** analytics

and save millions
of dollars along the way

See how Yellowbrick's lightning-fast hybrid cloud data warehouse crushes the price/performance of legacy on-premise and cloud-only environments

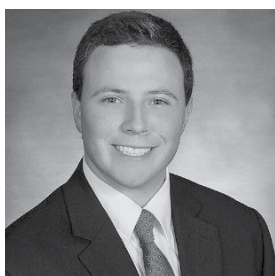


Mike Hinke
Account Executive

Yellowbrick is the fastest data warehouse ever built.

It is also the most cost effective solution on the market. Our predictable pricing allows for you to know what you pay every month (you don't get that with any other solution). We lock in the price, no guessing every month! No more tradeoffs between cost and queries.

It's the only TRUE hybrid data warehouse ever built, giving unlimited flexibility in data deployment. You can run in the cloud and on prem with the same syntax.. No one else does that!



Seamus Concannon
Sales Development
Representative

If you're even considering alternatives to your current platforms, I would love to show you how Yellowbrick can beat everyone else. I will be sure to make it worth your time meeting with me!

I welcome the opportunity to help you achieve your data analytics goals!

Mike Hinke
Account Executive

A recent economic validation study from Enterprise Strategy Group (ESG) gave these 3 takeaways:

Yellowbrick provides **lower expected three-year total cost** of ownership by up to 75% when compared with alternative on-premises enterprise data warehouse solutions (Teradata, Exadata and Hana).

Yellowbrick **saves customers 33-81%** compared to cloud-only data warehouse solutions (Snowflake).

Yellowbrick provides a **78% to 333% return on investment** by providing additional analytics capabilities to Hadoop environments.



70-75% Savings
(versus legacy on-premises EDW)



33-81% Savings
(versus cloud-based EDW)



78-331% ROI
(expanding Hadoop capability)

Overview

This major insurance company, with more than \$90 billion in annual premiums, has numerous use cases for fast, reliable data processing and analytics, including:

- Compliance with IFRS 17, one of the most significant challenges to insurance accounting in more than 20 years.
- Processing billions of insurance policies to assign the costs incurred for each policy across different areas.
- Insurance underwriting, for which 200+ users interactive analyze huge amounts of historical data.
- Claim ratio calculation (the ratio of the net claim settled by the insurer to the net premiums collected), which relies on complicated algorithms.

Existing architecture failing the business

The company's patchwork of legacy data warehouses were too slow, inflexible, unreliable, expensive to support these use cases, slowing the pace of business and limiting the amount of accessible data:

- Policy expenses could only be subdivided four ways, and multiple days were required to process the entire portfolio.
- Insurance underwriting was too slow due to latency when running ad hoc queries, with only a subset of data available for analysis.
- The solution lacked the performance and scalability needed to meet IFRS 17 compliance requirements.
- Claims ratio calculation took two full days to complete for the full portfolio.

Modernizing for price/performance at scale with Yellowbrick

After extensive testing and evaluation, the company selected Yellowbrick over Greenplum and others for its data warehouse transformation project -- with queries running 400X faster on Yellowbrick. During testing, Yellowbrick proved out its ability to help process and analyze billions of rows of data (including numerous complex table associations), providing price/performance at scale, data consistency, and 24/7 availability.

Key insights



400X faster

query speed
improved by 400X at
a fraction of the cost



200+ users

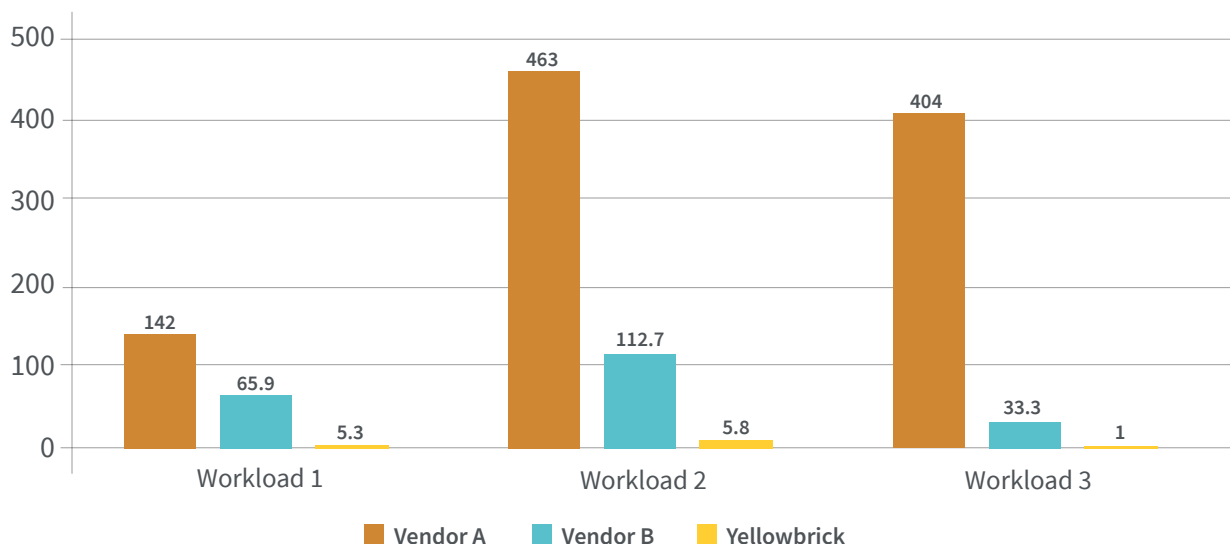
Ad hoc queries
run by 200+
concurrent users



2 hours

time to calculate
claim ratios reduced
to 2 hours for billions
of policies

Performance testing results: Yellowbrick versus competitors (in seconds)



Results include:

Hundreds of underwriters can create policies more quickly and accurately for customers, contributing to a reduction in average turnaround time from 3.8 days to 10 minutes

Capabilities now in place for compliance with IFRS 17, with the company being the first in its country to meet that milestone

Policy expense processing now completes in 2 hours (versus several days), with costs subdivided into hundreds of different areas to drastically improve management accounting decisions

Claim ratio processing completes in 2 hours (versus 2 days), while other processes are running concurrently without performance impact

Talk to one of our experts today to find out how Yellowbrick can help you.

Contact us for more information about Yellowbrick Data and the ground-breaking Yellowbrick Data Warehouse.

Learn more at yellowbrick.com.

Industry
Insurance

Business use cases
Financial Reporting/
Compliance, Underwriting,
Claims Ratio Calculation

Technical use case
Enterprise Data Warehouse