IPIPELINE DECREASES PRODUCT LAUNCH TIME BY 10X WITH SNOWFLAKE

INSURANCE & FINANCIAL SERVICES

IPIPELINE
INSURANCE ACCELERATED

COMPANY iPipeline
LOCATION Exton, Pennsylvania

SNOWFLAKE WORKLOADS USED

- DATA ENGINEERING
- DATA LAKE
- DATA WAREHOUSE
- DATA SCIENCE
- DATA APPLICATIONS
- DATA SHARING

SaaS company iPipeline accelerates and simplifies sales, compliance operations and customer support. It automates processing for every stage of the business from pre-sales, new business, and underwriting to policy administration, point-of-sale execution, post-sale support, and data analytics. Its unique and powerful aggregated community of more than 150 carriers, 1,400 distributors and financial institutions, and more than 600,000 agents are dedicated to enabling customers to secure the financial futures of their families. iPipeline ingests and analyzes large amounts of application data including 1.5 billion quote responses, 55 billion in premiums collected, and 25 million lives protected.

STORY HIGHLIGHTS:

Snowflake Secure Data Sharing
iPipeline shares live data sets in near real time with customers without copying or moving data.

Single source of truth
Snowflake provides a single source of truth that powers iPipeline's InsureSight® customer-facing data visualizations and reports.

Seamless experience across multiple public clouds
With Snowflake, iPipeline has achieved a scalable multi-cloud strategy that aligns with the diverse data requirements of its customers.

CHALLENGE:

Empowering customers with near real-time life insurance and annuity data
Despite growing customer demand for self-service access to live data, iPipeline was challenged to update reports in real time. Building custom reports was time-consuming. Configuring a single custom data feed required 120 hours of development work and still fell short of enabling near real-time access to data. "We couldn't provide data at the speed that our customers needed," iPipeline's AVP of Data Operations, Greg Wellbrock, said.

Supporting iPipeline's legacy data architecture required specialized knowledge about a complex web of data applications and workloads. Nightly ETL jobs could not keep pace with iPipeline's rapidly expanding data volumes. Resource contention negatively impacted the performance of iPipeline's data analytics products.

iPipeline evaluated several data warehouse solutions, but none offered a convenient and affordable way to share live data sets with customers. "We wanted to provide data as a service for the least amount of resources, in real time, and with a very repeatable process," iPipeline's Vice President, Data Analytics Practice, David Libesman, said.

> **Snowflake's data sharing capabilities, cloud-agnostic approach, and near-infinite scalability were huge wins for us."**
>
> **—DAVID LIBESMAN,**
> Vice President, Data Analytics Practice, iPipeline

25 million
Number of lives protected with financial products via iPipeline's platform

10x
Faster launch time of iPipeline's InsureSight® data offerings to the cloud with Snowflake

55 billion
Amount of life insurance premiums collected via iPipeline's platform

SOLUTION:

A platform for scalable data analytics and data sharing

Realizing the need for a modern data environment, iPipeline turned to Snowflake.

Snowflake's multi-cluster shared data architecture scaled instantly to handle iPipeline's data, users, and workloads. Snowpipe enabled the data operations team to build an automated data pipeline that continuously ingests semi-structured data from Amazon S3. According to Wellbrock, "We've consolidated 10 ETL processes into one straightforward process using all native AWS tools that loads and transforms JSON data in Snowflake." Overcoming iPipeline's data engineering challenges eliminated the need for DBAs and freed resources for innovation.

Snowflake Secure Data Sharing provided customers with secure, governed access to data in near real time and allowed iPipeline to get out of the business of custom reports and data feeds. "Snowflake is the new world, and the old world is history," Libesman said.

Snowflake's ability to provide a single and seamless experience across multiple public clouds aligned with the diverse data infrastructures of iPipeline's customers. Snowflake's extensive network of connectors, drivers, programming languages, and utilities made it easy to connect data into iPipeline's analytics products.

RESULTS:

Elevating the customer experience by providing data as a service

Account-to-account data sharing, powered by Snowflake, increases data accessibility for a fraction of the cost of the legacy system and enables iPipeline's customers to maximize the real-time impact of the data. According to Libesman, "With Snowflake, we've built a subscription-based, data-as-a-service product that provides self-service access to near real-time reporting, analytics, and benchmarking for our customers."

For example, life insurance companies use Snowflake Secure Data Sharing to populate their customer and agent portals with live data from iPipeline's Enterprise SSG Digital Platform. Sharing life insurance application data in near real-time helps iPipeline's customers reduce abandonment and predict the performance of each policy.

> **This year, we're rolling out four data applications that each have a potential doubling effect on our adoption rate, and we couldn't have done it without Snowflake."**
>
> —DAVID LIBESMAN,
> Vice President, Data Analytics Practice, iPipeline

Moving 10x faster to increase adoption

Redeploying technical staff to focus on higher impact projects—instead of troubleshooting ETL processes and data feeds—makes iPipeline more responsive to its customers' needs. "Time to provide our customers access to critical data via our InsureSight data offerings has improved by a factor of 10x," Wellbrock said.

Scaling to support the data needs of any customer

Ingesting everything into a single source of truth with near-infinite scalability equips iPipeline to handle virtually any customer data use case. Implementing iPipeline's multi-cloud strategy with Snowflake eliminates roadblocks in the sales process, especially for large prospects with well-established data infrastructures.

Architecting on Snowflake positions iPipeline to capitalize on upsell and cross-sell opportunities. "From our smallest customer to the large carriers, we can easily land and expand," Libesman said.

> **Long story short, Snowflake enabled us to reallocate resources toward projects that increase the client value proposition."**
>
> —GREG WELLBROCK, AVP of Data Operations, iPipeline

FUTURE:

Snowflake Data Marketplace and streamlined benchmarking analytics

Snowflake Data Marketplace will make it easier for iPipeline to share data with customers. Three of iPipeline's data sets are already available on Snowflake Data Marketplace and more are planned for release in the near future. According to Libesman, "Snowflake Data Marketplace will enable customers to combine data sets, enrich their data, gain access to benchmarks, and build machine learning models that unlock new insights."

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. **snowflake.com**

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