

Single Entity View

Marketing companies, compliance regulators and treasury agencies have all embraced *Single Entity View (SEV)* as a core component of their data solution.

That's because *SEV* enables them to see all the information they hold about a person, asset, event or other entity, across multiple systems. It also exposes relationships and identifies associations and links to other records not found with manual or traditional methods.

Data sets within the *SEV* make it easy for your organisation to:

1. Identify unique entities that let you focus on clearly defined persons of interest.
2. Identify activities and relationships that may assist in the detection of fraud and other non-compliant activities.
3. Gain new insights from downstream analytics.
4. Improve reporting capabilities.
5. Find specific interest groups within your existing market segments.
6. Target communication to specific clients.
7. Upsell or cross sell to specific clients.
8. Improve customer retention and reduce churn.
9. Enable more effective marketing/investigation campaigns.
10. Identify local community and geo-demographic insights to enable more nuanced public policy.

SEV is an integral part of Intech Solutions' flagship product *IQ Office*. This proven solution has been developed by a dedicated team in Australia and New Zealand, and is tailor-made for complex, high-volume and cross-platform environments. *IQ Office* was designed and built as a high-speed quality matching solution and is not a collection of loosely integrated products.

We are proud of our long-term partnerships with public and private organisations that include the Australian Tax Office, Qantas Group, Australian and New Zealand Ministry of Education, Immigration New Zealand, Westpac Banking Group and Telstra Corporation.

We also partner with other high-performing companies to design and deploy effective data solutions for end-user organisations. One of our latest projects is with illion, and involved delivering an *SEV* as part of its database management contract for Australia's Insurance Reference Services (see over for a description of the project).

About Intech

Intech Solutions helps its clients to improve the quality and utilisation of data by providing a broad range of products and services that address and resolve information quality issues.

For more information visit: intechsolutions.com.au

The Case for Single Entity View

Australia's Insurance Reference Services (IRS), a member-based organisation, was charged with creating a database to enable the majority of Australia's insurance companies to share claims data. The solution needed to scale rapidly, be secure and adhere to each organisation's privacy policy.

The end goal was to give end-users – insurance underwriters and forensic investigators – the ability to view all relevant claims data, across every insurance company, in one single view. This provides multiple benefits, such as validating the risk upfront, improving the claims process, and helping to identify fraud.

IRS contracted the management of the data to illion, who subcontracted Intech Solutions to handle the data quality and matching aspects that were required to aggregate the claims data at the core of the system.

When the project began in 2016 it contained 10 years of historical motor vehicle and household claims information, with over 27 million claims. Following the aggregation and linking of all the claims data of the IRS members, a single reference point for underwriting, pricing and fraud investigations was created. Since then, the system has grown from 27 million records to over 300 million records in under 3 years.

By deploying its flagship product *IQ Office*, our client was able to aggregate over 83 million records, and link them to 16 million distinct people and 1 million businesses. The sophisticated Single Entity View capability meant that data anomalies were taken into account. An example of this is an individual's name if entered in a variety of ways and spellings, while still able to resolve multiple records to a single entity.

Since project completion, IRS member contributions have increased and data load frequency has changed from monthly to weekly and, in some instances, daily. Despite this, end-users are receiving a better experience as query response times have decreased from 5 seconds to 1 second, even as enquiries per month have more than doubled – from 120,000 to 250,000.

Details of the project

Customer organisation:

Insurance Reference Services

Prime contractor: illion

Problem to solve

Providing data quality and matching solutions for a database that draws from 14 different organisations.

Benefits

- Single Entity View
- Address parsing, standardisation, validation and geocoding integrated into existing IT environment
- Improved accuracy and reliability
- Reduced operational costs
- Reduced data processing times
- Greater insights into address quality issues

Software: IQ Office

Data Used: Insurance claims from the members of the Insurance Reference

