QlikView

HOLMES MURPHY & ASSOCIATES LEVERAGES QLIKVIEW EXPRESSOR TO GOVERN DATA FROM 1,000+ COMPLEX SOURCES

"Our QlikView Expressor story is one of true governance in action. Before QlikView Expressor, we had no data process in place. The solution has allowed us to take projects and put them in a centralized location for processing and consumption. Now, we have a standard platform that users can go into and understand immediately what's going on when we have incoming data. We are able to get things done faster, and our time to live analysis is very short."

– Aaron Witt, *Systems Analyst, Holmes Murphy & Associates*

HOLMES MURPHY®

Holmes Murphy® & Associates is a premier independent risk management and insurance brokerage firm. Headquartered in Des Moines, Iowa, the company has more than 500 associates in major offices located throughout the Midwest and Southwest. Each of these expert associates aim to consistently deliver top notch services and smart solutions for its clients. Holmes Murphy's cutting-edge innovations and ideas empower its clients to choose the right solutions for their needs.

To edge out the competition, Holmes Murphy has undergone a transition over the last several years shifting its focus on delivering value through *specialization* as well as becoming a more data driven organization. "Our company strategically hires individuals with specialized skill sets so that we can deliver expertise to our clients in their respective industries," says Aaron Witt, Systems Analyst at Holmes Murphy & Associates. "Additionally, we have begun to leverage data and technology in a deeper way. We know that by harnessing industry wide data, we can be more proactive in our approach with our customers."

With this transition, Holmes Murphy processes large volumes of diverse data from a wide variety of sources in complex formats. "We approach our clients and ask for a listing of various data points around their company and employees," says Witt. "The data consists

SOLUTION OVERVIEW

Holmes Murphy & Associates
A premier independent risk management and insurance brokerage firm.

Industry
Insurance

Function
Operations

Geography
North America

Challenges
- Manage the complexity of ever increasing data variety
- Ensure consistency in data conformance and reduce errors
- Increase time spent analyzing data; less time assembling data

Solution
Holmes Murphy & Associates deployed QlikView Expressor to the systems analyst team in less than 2 weeks.

Benefits
- Sped up the process of preparing data for analytics
- Achieved data conformance
- Raised level of discourse on data provisioning

Application: Sagitta, Riskmaster
DW/BI: QlikView
Data Sources: Delimited and Fixed Text Files, Excel, Several SQL Databases, Rocket UniVerse Database, Access Databases, and many other non-standard data sources

![QlikView](QlikView logo)
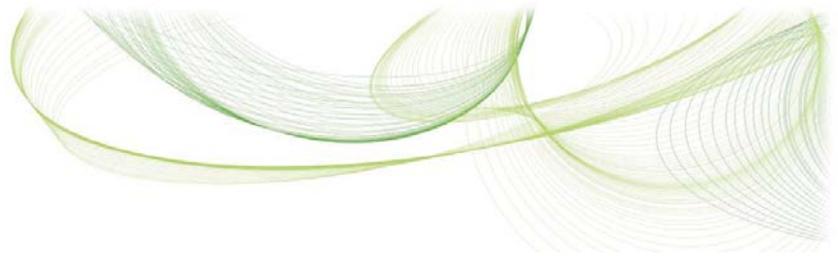
of everything from fixed format text, to spreadsheets, to web data, and no matter what format it comes in, we have to work with it. We aim to utilize the information given to not just report on the status of a company, but to provide impactful insights and analysis. We're not generators of information, we're consumers of it. Our job is to take it all and produce an output."

In order to keep data at the core of its processes, Holmes Murphy needed to implement a solution to manage the complexity of its ever increasing variety of data sources. Further, Holmes Murphy needed a means to codify its business rules and ensure consistency in the data by reducing human error. "Our ultimate goal was to spend less time conforming data and more time performing analytics on it," says Witt. "We're given this raw data from our clients and there is certain work that needs to be done to manipulate it into something useful. We needed a solution that could turn the data from multiple data sources, 1,001 sources specifically, into a format that is easy to digest, control and teach. Further, with our previous systems, there was a high probability of human error in the data consumption cycle, so we needed to put a strategic process in place to ensure accuracy."

With large projects on the horizon, Holmes Murphy set out to find a solution that could solve its data challenges. Having implemented QlikView, QlikTech's Business Discovery – user driven Business Intelligence – platform four years ago, Holmes Murphy explored its metadata intelligence solution, QlikView Expressor. QlikView Expressor enables business users to consistently capture and manage metadata. At the same time, business communities are empowered to create their own analytic applications with confidence in the data, and security and governance controls in place.

"We knew that QlikView Expressor was a cost effective solution that could handle pulling data in and out of the variety of sources we deal with on a daily basis," says Witt. "The implementation was painless, and we immediately put the solution to work. The first QlikView Expressor project was a dataflow for importing 25 years of claims history that we had always had challenges with in the past. With QlikView Expressor, we reconciled $300 million of financial transactions down to the penny. This was our largest data import to date, and also our most accurate one. This proved to us from the start that QlikView Expressor could handle our demands."

In the few months since Holmes Murphy started using QlikView

RETURN ON INVESTMENT

Four weeks
to develop five QlikView Expressor dataflows
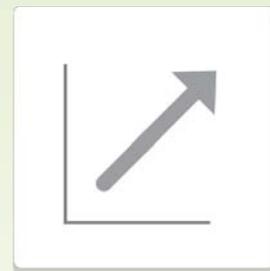
Reconciled $300 million of
financial transactions down to the penny in its first QlikView Expressor project

QlikView

Expressor, they have dramatically sped up the process of preparing data for analytics. There are approximately 70 frequent users of the application, and the company makes heavy use of QlikView Expressor's Semantic and Repository layers to achieve conformance, immediately detect data quality issues, and collaborate among dataflow developers. Holmes Murphy also leverages the solution to read diverse data sources, and model the entire data transformation process resulting in a more agile and more manageable data provisioning layer for QlikView. In total, Holmes Murphy has created five QlikView Expressor dataflows, with a maximum number of 94 operators in the most complex of them.

This new model has enabled Holmes Murphy to raise the level of discourse on data provisioning and define a standard language that greatly simplifies how they communicate the provisioning process within the organization. "This is a true story of governance in action," says Witt. "Before QlikView Expressor, we had no process in place. The solution has allowed us to take projects and put them in a centralized location for data processing and consumption. Now, we have a standard platform that users can go into and understand immediately what's going on when we have incoming data. We are able to get things done faster, and our time to live analysis is very short."

With a better data processing structure in place, Holmes Murphy has been able to provide greater value to its customers. "We are one of many organizations that our customers deal with," says Witt. "They get a ton of information from carriers and they don't have a platform in place to view what's going on day to day. Our customers want to see one consolidated view of their insurance and that is where we can deliver our specialized value."

"As we become more agile at utilizing the combination of QlikView Expressor and QlikView, we will develop in-depth benchmarking capabilities and deploy companywide analysis all the way up to the CEO," says Witt. "We see an external deployment in our future where our clients will interact with applications in more of a self-service structure that is driven by their requests and specific needs."