



## NATIONWIDE FINANCIAL SERVICES NETEZZA IN ACTION

### Nationwide Financial Leverages Consolidated BI Platform for Risk Management, Sales & Marketing Analyses

Strategic BI platform combines the Netezza data warehouse appliance and Information Builder's WebFOCUS

Nationwide Financial Services, Inc. (NFS) provides financial services that help consumers invest and protect their long-term assets, and also offers retirement plans and services through public- and private-sector employers. It is part of the Nationwide group of companies, offering diverse insurance and financial services, and led by Nationwide Mutual Insurance Company, ranked No. 108 on the Fortune 500 based on 2007 revenue.

NFS has an impressive growth record through its ability to offer customized retirement products that give customers more choices and control over their financial security. The company relies on sophisticated business intelligence software to analyze sales and marketing data so it can continually refine its offerings and marketing strategies. With its unique analytic appliance, Netezza provides NFS with a high performance data warehouse platform that allows NFS to use business intelligence applications to full advantage—to look deeper, wider and certainly faster to deliver more targeted offerings than its competitors.

The financial services leader is using a Netezza system to standardize on industry-leading WebFOCUS business intelligence software from Information Builders, Inc. Together, Information Builders and Netezza provide a powerful BI foundation that gives Nationwide users more meaningful access to their data. The WebFOCUS deployment provides NFS with a single reporting tool that presents key information, such as yesterday's sales results, to fit the needs of individual departments and users. By running on the Netezza system, it allows NFS to centralize its business intelligence infrastructure and give users real-time information and customized reports.

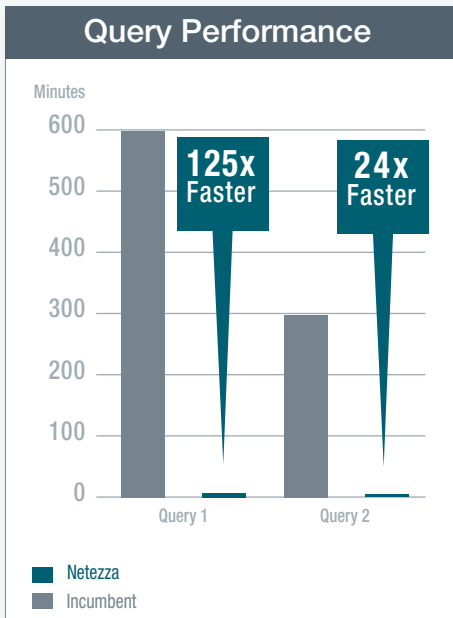
"WebFOCUS and Netezza help us manage costs through their strategic platform, and it also represents a very good model from an ROI perspective," notes P. Bhasker, Chief Technology Officer of Nationwide Financial. The speed, reliability and scalability of Netezza and Information Builders allows Nationwide to standardize on a proven BI solution that enables richer analyses against deeper more granular data sets to any number of users across the Nationwide organization. The result is the ability to make better decisions, and to provide a real time, single version of the truth to employees, managers, partners and customers.

#### Application:

- Business Intelligence platform for risk management along with real-time and ad hoc sales & marketing analysis

#### Benefits with the Netezza System:

- Real-time information for business decisions
- Ability to look deeper, wider and faster than competitors
- Standardized, organization-wide platform for business intelligence
- Rapid implementation into existing environment
- Appliance simplicity and energy footprint



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P. Bhasker, Chief Technology Officer  
Nationwide Financial

### Background

Nationwide’s transition to WebFOCUS, with the Netezza system as its processing engine, reflects a relationship with Netezza that continues to strengthen and evolve. In 2007, NFS migrated its data warehouse operations onto the Netezza appliance to support a variety of business intelligence and reporting applications used across its sales and marketing organizations. The move was prompted by performance issues with the incumbent data warehouse system. Slow response time was preventing users from getting necessary information in time to be useful, and many complex queries would not run at all.

The incumbent vendor did what data warehouse vendors typically do when its system is overmatched — it turned to workarounds. In this case, a summarization data mart was developed for reports and queries, creating a complex environment that was difficult to maintain. In addition to poor performance and the limited flexibility of this approach, the costs of constant hardware upgrades and intensive administration were no longer tenable. As a result, Nationwide turned to the Netezza appliance.

### The impossible becomes routine

NFS realized a huge impact by implementing Netezza as the data warehouse platform for its business intelligence applications. Now, more than 5,000 users have access to a real-time view of all their data, which had been impossible earlier. Queries run 24 to 125 times faster on Netezza, and queries that were formerly on the “wish list” became routine. For example, two ad hoc SQL queries that could not even run in the incumbent environment can be processed in 24 seconds and 64 seconds, respectively. This speed and flexibility for business intelligence ultimately allows faster time-to-market for new financial products, enhancing Nationwide’s ability to execute market strategies and connect with its customers.

As Nationwide has discovered, the users’ ability to get the intelligence that they need, when they need it, can transform a business. The NFS data warehouse integrates data across all its major companies, allowing finance, sales and marketing access to data by the time they come into the office to analyze previous days’ fund activity for a policy. The Netezza platform also serves as part of the master data management solution for sales organization definitions and acts as an operational system interfacing with many downstream systems. Some of the new capabilities made possible by Netezza bring the raw improvement numbers to life:

- With reduced infrastructure costs, IT can focus on delivering greater analytical capabilities including expanding the alerting and predictive analytics.
- NFS can compensate its traders based on more complex performance figures and allow for greater flexibility in what figures to use going forward.
- NFS has reduced reliance on summary tables for performance in some situations.

There are other benefits in addition to breakthrough performance. Nationwide Financial Services has been able to remove many report-specific tables for one of its web facing applications which allows its wholesalers to access micro-analytics and enable drilling functionality without having to build more objects. This also allows reports to be delivered faster since the database administrators don’t need to be involved for nearly every report being built anymore. A sharp reduction in total cost of ownership (TCO) is another advantage. Users get the performance and flexibility they never had on their previous data warehouse system, and with Netezza’s appliance simplicity there’s no time-consuming tuning.

“Improving informational data management, with tools like the NPS system, will help expand our business intelligence capabilities. We fully expect this technology to result in better performance, enhanced flexibility and increased cost savings across the organization.”


Tim Lyons, Vice President,  
Business Solution Services at  
Nationwide Financial

### **Consolidating on WebFOCUS and Netezza**

Armed with these results, NFS chose the Netezza as its analytic platform when it came time to consolidate business intelligence operations. WebFOCUS will provide Nationwide with a single operational reporting tool across the organization and that can scale to support 1,000 business users, operations managers and wholesalers. In the future, it will also be customer-facing, making it easier for Nationwide to be more responsive to customers' needs. The unprecedented processing power and operational simplicity of Netezza brings business users the information they need without traditional data warehouse limitations.

“Improving informational data management, with tools like the Netezza system, will help expand our business intelligence capabilities,” observes Tim Lyons, vice president, Business Solution Services at Nationwide Financial. “As we elevate the impact of marketing and sales processes going forward, BI capabilities will become an essential and increasingly important area of investment. We fully expect this technology to result in better performance, enhanced flexibility and increased cost savings across the organization.”

### **About Information Builders**

As a leading independent business intelligence (BI) company for the past 30 years, Information Builders has provided innovative solutions to more than 12,000 customers, including most of the Fortune 100 and numerous U.S. federal government agencies. The company's flagship WebFOCUS product is the world's most widely used BI platform. Superior architecture and intuitive nature enables WebFOCUS to address the needs of everyone in the extended global enterprise - executive, analytical, operational, and beyond. It provides the agility to adapt to changing business conditions with the security, scalability, and flexibility to support dozens to millions of users. Headquartered in New York City with 90 offices worldwide, the company employs 1,150 people and has more than 100 business partners. 



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**About Netezza**

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Japan, Korea, Australia and Singapore.

**For more information about Netezza, please visit [www.netezza.com](http://www.netezza.com).**