

q_x – Club



Taming Your Data

With a case study from
the Swiss health insurance industry

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qx-Club
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Agenda

Pedro Fonseca:

- The Value of Data
- How to Tame Your Data
- Mono-Temporal Versioning (example)

Marc Sarbach:

- Swiss OKP market
- High level process
- Model schematic

- **Demo**

The Value of Data

- Data generates a lot of value

- We hear that:

- **“Data is the new oil”**
- **“Data is the new currency”**



- And data can be bought and sold

- So, where is it booked in the balance sheet?

- In 2015, **Credit Suisse** reported:
 - Software: **CHF 5.9b** (13% of Equity)
 - But no data assets
- **Prudential plc** reported:
 - Software: **< GBP 97m** (< 1% of Equity)
 - And no data assets
- **Facebook** has about **USD 2b** of ‘acquired users’
 - Close to a data asset



The Value of Data

- Data is typically not booked
- But business decisions rely on it
- **Wrong data can lead to arbitrarily large losses**
- **So one better tame it**



Some of the difficulties:

- Where is the data?
- Is it understandable?
- How to collaborate?
- How does it change?

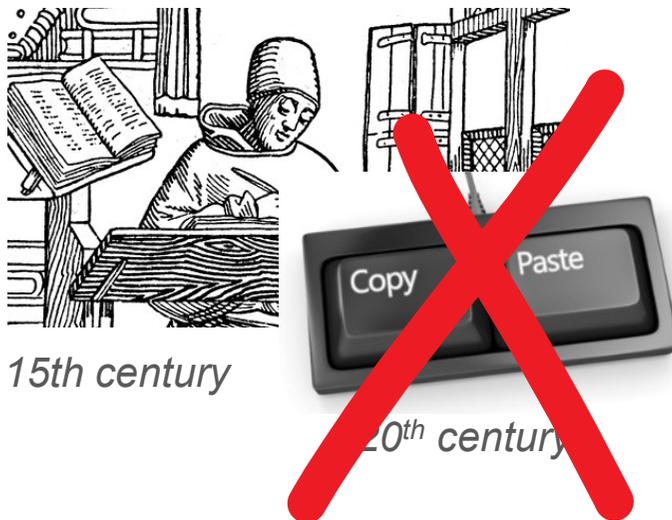
Solution:

- Structure the data
- Focus on the business

Where is the data?

Solution:

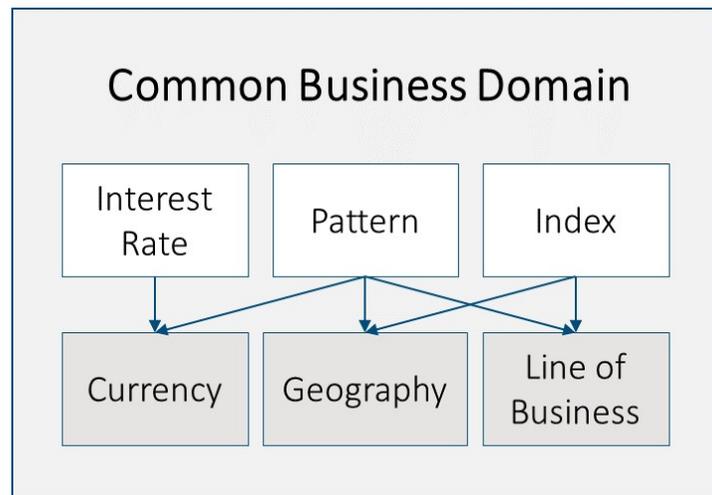
- **Serve the data centrally**
(web-server!)
- Ensure one version of the truth
- Make it easy to use



Is it understandable?

Solution:

- Introduce a **common data language**
- Give exact meaning to words and how they tie-in e.g. to parameters
- Use it to define the **data model**



How to collaborate?
How does it change?

Solution:

- Use **Version Control for Data**
 - Mono-temporal (branches)
 - Bi-temporal (+ when data can be used)
 - Tri-temporal (+ date it applies to)
 - Etc.

You can:

- Collaborate in several groups
- Have controlled states of data
- Evaluate multiple scenarios
- Differentiate between production and updates
- Deploy data without operational risk

You Have:

- Controlled testing and data deployment
E.g. for new list of countries,
new list of business units, ...

Use **Version Control for Data**

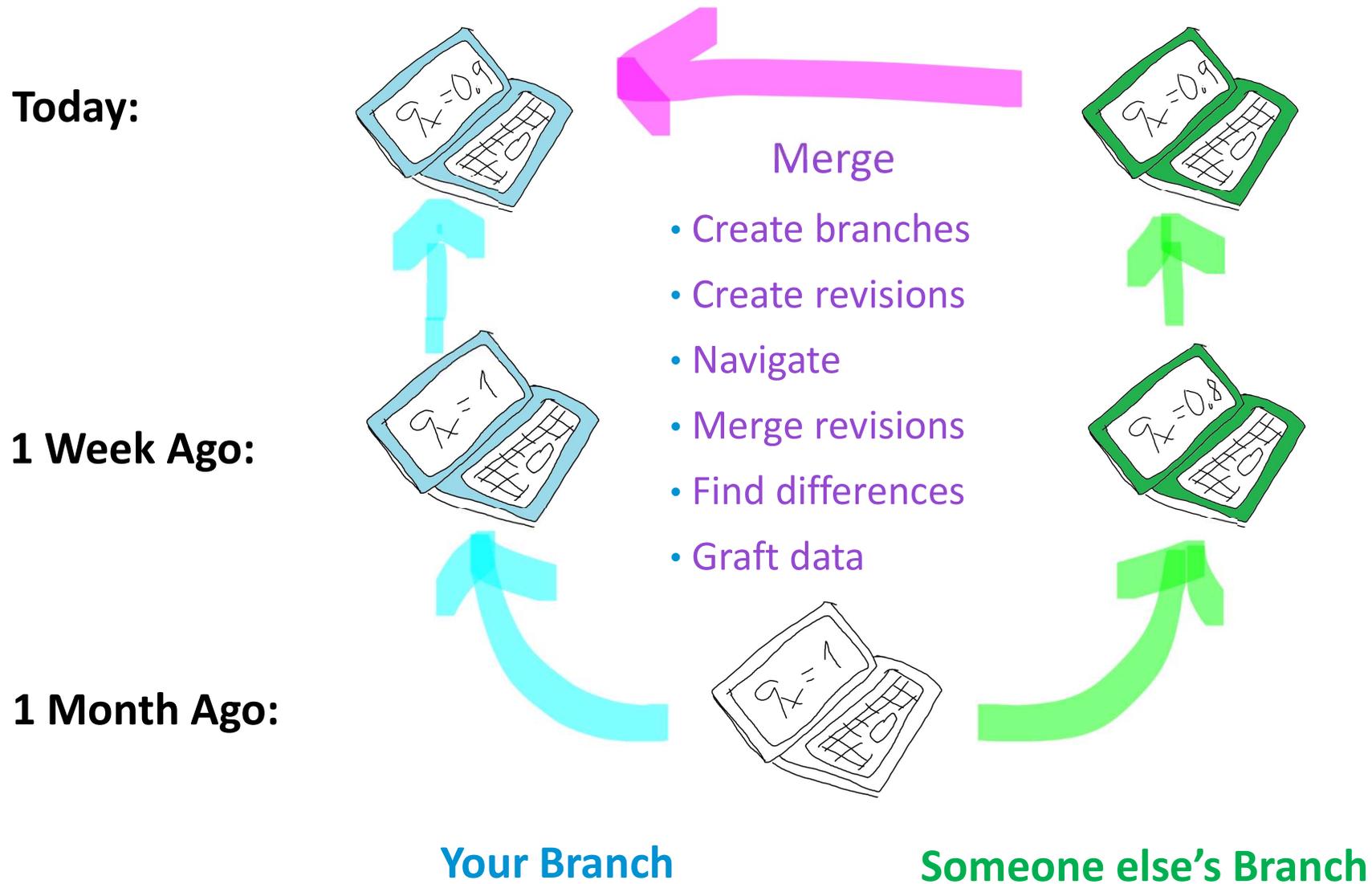
How to collaborate?



Version Control is essential in Data Management

(today, it is already unthinkable to develop software without
Version Control for Code in place)

Mono-Temporal Versioning (example)



Many thanks for your attention

For questions or feedback, please contact:

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Taming your data with a case study from Swiss health insurance

12 May 2016, Marc Sarbach

Marc Sarbach

12 May 2016



Agenda

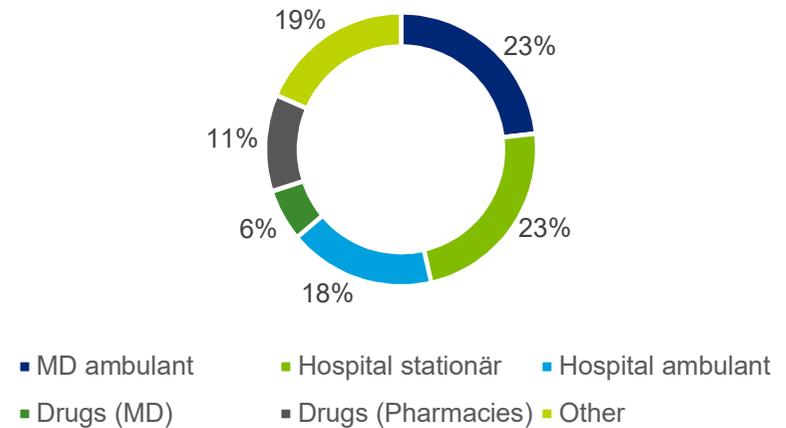
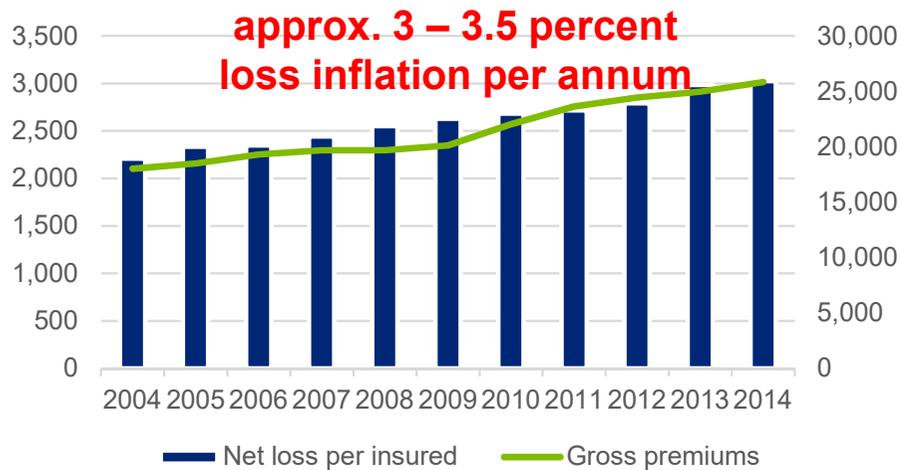
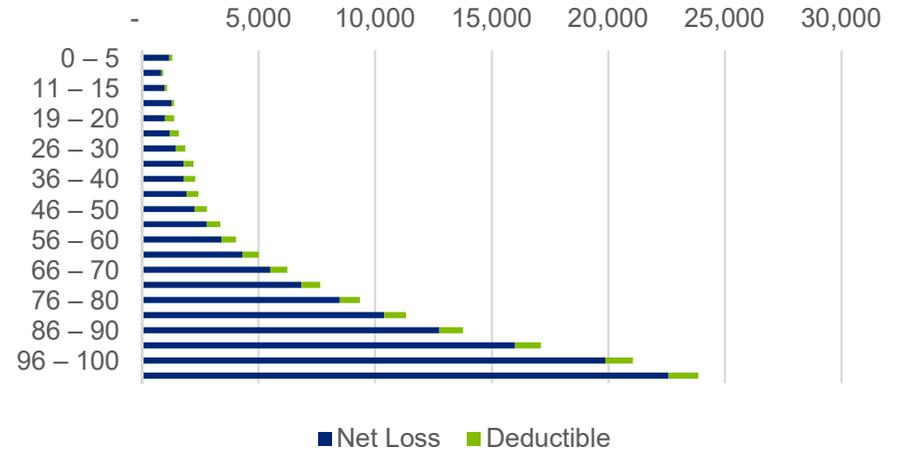
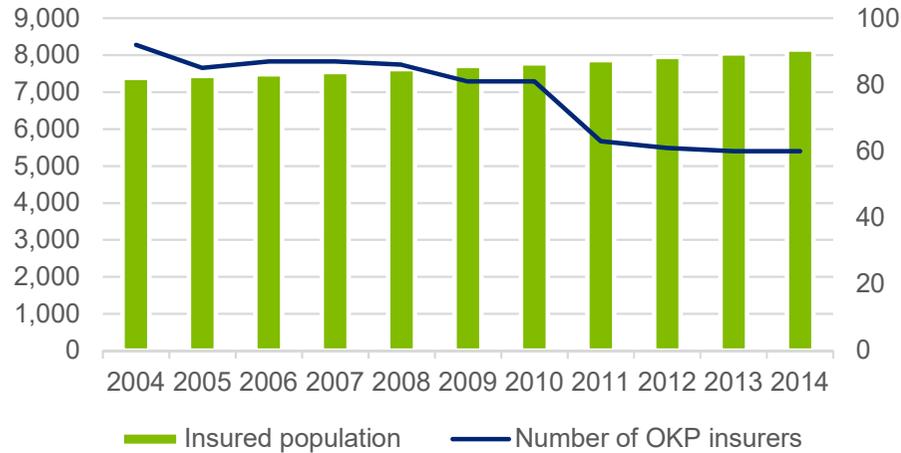
Swiss OKP market

High level process

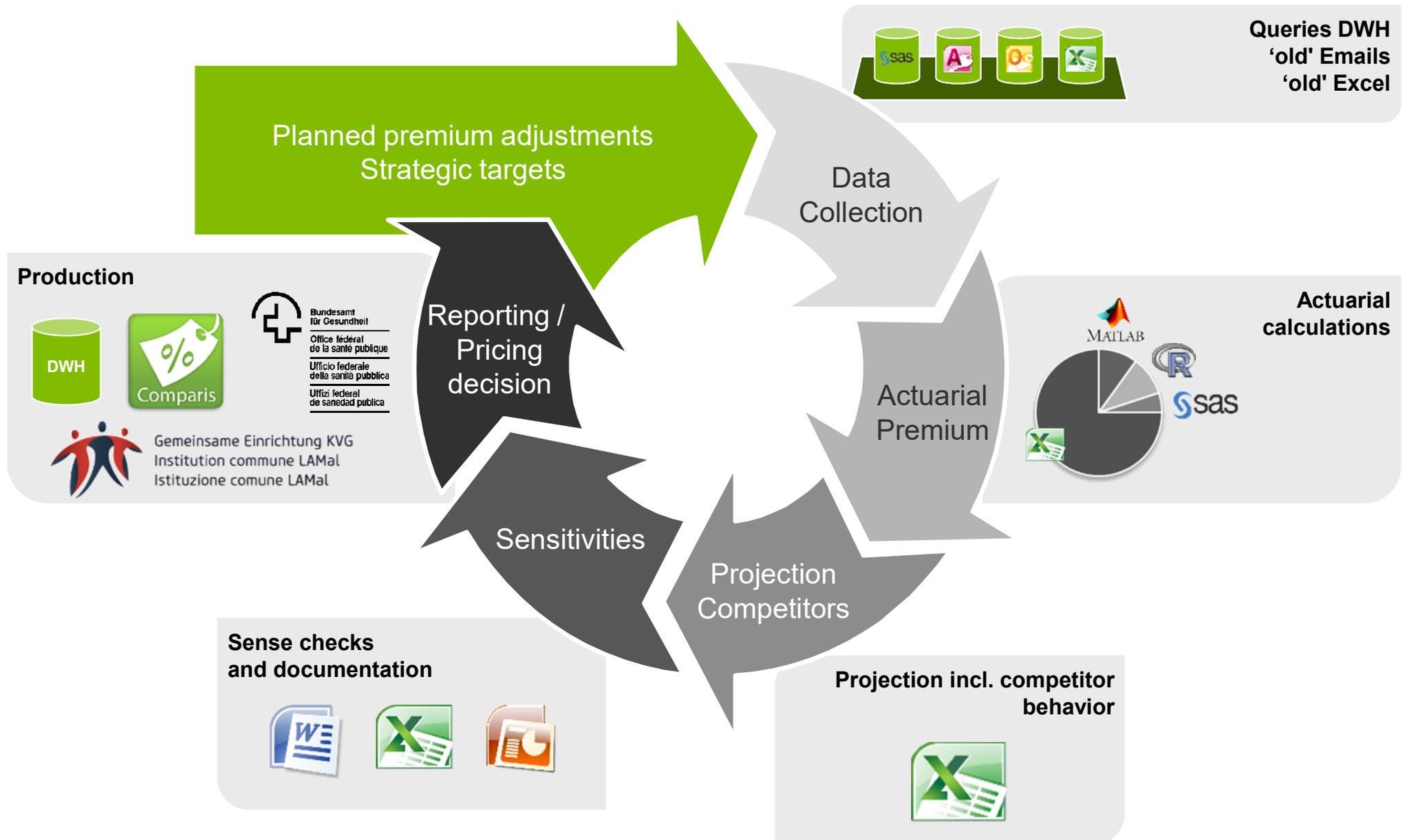
Model schematic

Demo

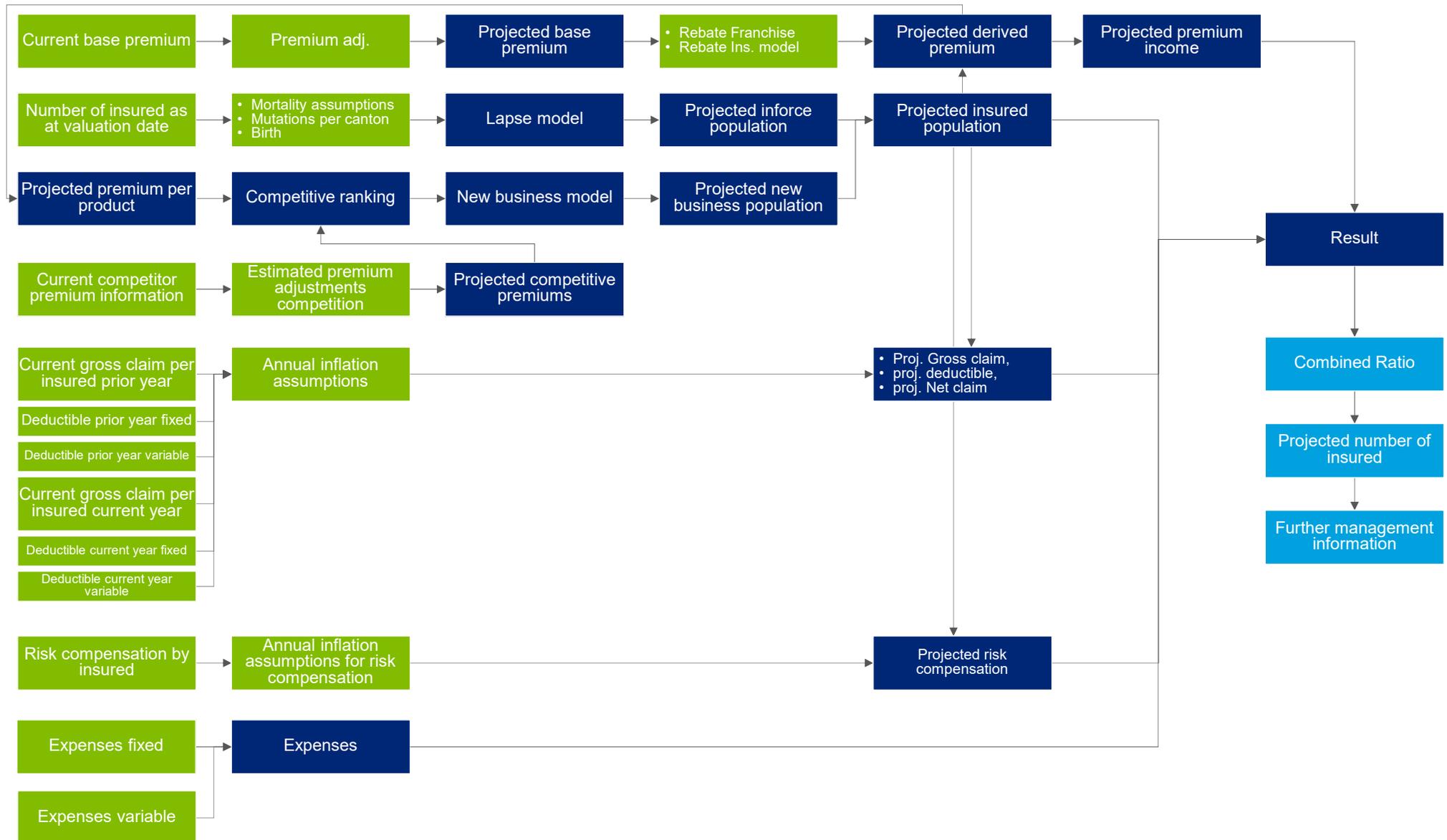
Swiss OKP market



High-Level



Model schematic



Demo



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