Generali Group: Embracing Data-Driven Innovation for Competitive Advantage

Founded in 1831, Generali Group is one of the largest insurance companies in the world, ranking among the top 10 globally. With a strong presence in more than 50 countries, Generali's success is mainly due to its strong international outlook.

The insurance company owns large market shares in Western Europe—particularly Germany, France, Austria, Spain, and Switzerland—as well as Far Eastern markets, including India and China. To continue its success, Generali embarked on a data-driven journey to gain a competitive advantage.

The Challenge: Managing Sensitive Data in a Complex Regulatory Environment

Generali generates large volumes of sensitive and personal data from its global customer base, making regulatory compliance a critical priority. In 2016, the company started on its data-driven journey to gain a competitive advantage—with an ambition to become a truly innovation-led, digitally-enabled, and agile organization for both customers and employees.

Key challenges on the journey included:

- **Regulatory compliance.** The organization needed a solution to identify, document, and easily update sensitive data in compliance with strict data regulations.

- **Clarity in data ownership.** A lack of clear accountability for data assets existed within the organization.

- **Data understanding.** Limited tools for documenting and contextualizing datasets and fields created barriers to understanding data.

- **Sensitive data lineage.** The organization experienced difficulty tracking how and why sensitive data is used.

- **Data source integration.** Disconnected data sources hindered accessibility and utilization.

Key Facts About Generali Group

- **70 million** customers

- **82,000** employees

- **€82.5 billion** in premiums

- Operations in **50+** countries

- Global leader in innovation-driven insurance solutions

With data stored on a Hadoop system, Generali uses a Hive connector to gather metadata from Hadoop and bring it into the Actian Zeenea data catalog. Generali enhanced its catalog documentation by extracting data profiling from Apache Kudu Data Store and uploading it to the catalog using a Mutation API.

The project handles:

- More than 11,000 datasets

- Over 300,000 fields

- Multiple updates per week through an Excel import feature

The Benefits: One-Stop Shop for Data Needs

Since deploying the Actian Zeenea Data Discovery Platform and its data catalog, Generali has made the solution a one-stop shop for all its data needs. The company encourages as many people as possible to use the platform to help them better understand their data assets.

Utilizing the platform and data catalog led to significant business outcomes. Key results include:

- **Regulatory compliance.** Simplified data processes align with stringent regulations.
- **Scalability.** Seamlessly handling large datasets with frequent updates is possible with easy scalability.
- **Collaboration.** Improved stakeholder engagement and accountability across the data chain fosters collaboration and data asset usage.

These sustainable outcomes will continue to drive new value across the organization by making data assets readily accessible and understandable to all users.

Stakeholders Using the Data Discovery Platform

- Data department
- Data management office

Available and Actionable Data

Deploying the platform and its data catalog empowered Generali to achieve streamlined regulatory compliance, scalable management of large datasets, and enhanced collaboration across teams, making data assets more accessible and actionable. This transformation has fostered greater data accountability and engagement throughout the organization.

About Actian

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