

NETEZZA Question Everything™



 **Nationwide®**

Customer:
Nationwide Financial Services

Netezza System:
10200 + 10100-DEV

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

Benefits with the NPS 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

Nationwide Financial Services Standardizes on Netezza to Power its Business Intelligence

Strategic BI platform combines Netezza Performance Server® (NPS®) system and Information Builders'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.

Information Builders
WebFOCUS

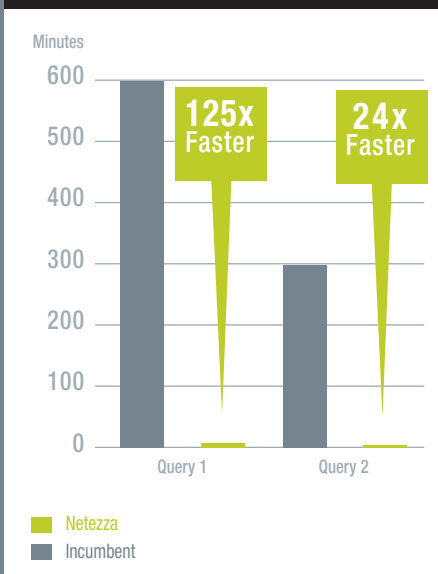
The financial services leader is using a Netezza system to standardize on industry-leading WebFOCUS business intelligence software from Information Builders, Inc. Together, Information Builders and Netezza provide a powerful BI foundation that gives Nationwide users more meaningful access to their data. 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, CTO 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.

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P. Bhasker, Chief Technology Officer
Nationwide Financial

Query Performance



Background

Nationwide’s transition to WebFOCUS, with the NPS 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. Some of the new capabilities made possible by Netezza bring the raw improvement numbers to life:

- NFS can examine sales information on a daily basis, where previously it was only available in monthly increments and without company-specific details.
- The company can track all interactions between intermediaries and customers from start to finish, which it couldn’t do before.
- Nationwide is able to create custom benchmarks and identify different perceptions of risk in order to better accommodate customer needs — a key differentiator for the company.
- The organization can now compensate its traders based on specific performance figures rather than simply by seniority or manager’s intuition

There are other benefits in addition to breakthrough performance. For example, data loads much more rapidly on the NPS system than on its predecessor. Nationwide was able to load all of its tables onto the Netezza platform in only 54 minutes, with uncompressed data processed at an extremely fast 165 GB per hour. At this speed, reports can run in near real-time, analyzing fresh data no more than 30 minutes old. 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's NPS system 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 NPS 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.

About Netezza

Netezza (NYSE Arca: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics for business users across the extended enterprise, delivering significant competitive and operational advantage in today's information-intensive marketplaces. The Netezza Performance Server® (NPS®) family of streaming analytic™ appliances brings appliance simplicity to a broad range of complex data warehouse and analytic challenges. Customers who are realizing the benefits of Netezza appliances include Ahold, Amazon.com, CNET Networks, Debenhams, Department of Veterans Affairs, Epsilon, Neiman Marcus, Orange UK, Premier, Inc., Ross Stores, Ryder System, Inc., The Carphone Warehouse and Virgin Media. Based in Marlborough, Mass., Netezza has offices in Washington, DC, the United Kingdom and Asia Pacific. **For more information about Netezza, please visit www.netezza.com.**

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