

## Insurance and Financial Advisor Bluefin Uses Infobright for Consolidated Business Analysis

### Overview

Bluefin offers individuals and companies comprehensive advice on insurance, financial advice and planning. Bluefin, formed from the merger of 14 separate companies, initiated a data warehouse project to pull together all the data from the systems that were acquired after Bluefin was formed.

Bluefin selected Infobright® Enterprise Edition (IEE) to meet its need for detailed analysis and data warehousing capabilities. This allows them to perform analysis of data sourced from the logs on their production clusters to get one consolidated, master view, providing reporting and analysis of the logs in an easier, more consistent way.

### Challenge

Bluefin's existing proprietary transactional RDBMS was too expensive and unwieldy for their requirements, and they needed a solution that could grow with the project.

Bluefin researched open source solutions where they were not tied in, or locked into expensive contracts. Their starting point was Postgres and MySQL. Of the two, they decided that MySQL offered more options for the future in terms of data warehousing solutions with its different database engines. After prototyping an initial system it became obvious that space and performance were going to become an issue, or at least require a lot of resource and time to solve. After evaluating several alternatives Infobright became their favoured option.

### Solution

Infobright was selected after the evaluation due to three major factors:

- Infobright required very little setup or configuration
- Its columnar database design coupled with the Knowledge Grid architecture delivered huge gains in performance with no effort on their part
- The data compression allows BlueFin to delay the purchase of expensive storage solutions for the near to mid future

Infobright's ability to handle large data volumes will provide Bluefin's management team with a single view of the company, allowing strategic and tactical analysis of the overall business.



### INDUSTRY Financial Services

#### ORGANIZATION

Bluefin Group

#### SOLUTION

Consolidated Data Warehouse

#### RESULTS

Consistent, flexible reporting and analysis across the company

*"Our existing proprietary transactional RDBMS was too expensive and unwieldy for our requirements. We needed a solution that could grow with the project.*

*The Infobright database has delivered huge gains in performance and the high rate of data compression has also meant that we can delay expensive storage solutions for the near- to mid-future.*

#### Angus Tosh

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