



Customer success story

Medibank transforms CX with a centralized big data platform

Hosted on AWS cloud, the company's next-gen data platform drives deeper customer engagement across its insurance and health support services

Customer challenge

Medibank is an integrated healthcare company providing private health insurance and health solutions to 3.7 million Australians.

Its previously fragmented and siloed view of customer-related data held back the company's efforts to deepen its interaction with customers and increase customer care across its insurance and health support services. As a result, Medibank missed opportunities on several fronts, including aligning products and services to better suit customer needs. It also fell short on addressing potential fraudulent customer activity, centralized marketing and reducing customer service and marketing costs.

For greater customer service and engagement, it sought a next-generation data platform and an overhaul of its processes and tools, including:

- Architectural design of a next-generation data platform in AWS
- Design and delivery of continuous integration and continuous delivery (CI/CD) tools to deploy the data platform
- Design and delivery of a security and governance control framework
- Extract, transform and load (ETL) monitoring, logging and alerting
- Support of the ETL transformations

AWS + Cognizant solution

Medibank selected Contino, a Cognizant company, as its primary delivery partner for data capabilities with a focus on cost optimization as well as continuous improvement and innovation.

We partnered with Medibank to form a joint cross-functional team to deliver the centralized data platform. Our team brought expertise from a range of areas such as data ETL, big data processing and data storage. We built the platform and upskilled Medibank's teams in modern data practices in the process.

The cross-functional team was critical in enabling Medibank to build, drive and deliver the data platform through the automation of cloud hosting, testing and code deployments. We built the data platform using a variety of services, including Apache Airflow for ETL, AWS S3 buckets for

organized data storage, Amazon Redshift and Elastic Map Reduce (EMR) for analysis, as well as CI/CD tooling for automated deployments.

The solution provides self-service business insights and reporting functionality for other business units such as commercial, finance and actuarial.

During this project, our team successfully delivered:

- AWS Landing Zone infrastructure—including multiple direct connects to the current Medibank systems, allowing seamless use of services
- Airflow cluster to allow automated ingestion and ETL of incoming data
- A fully automated CI/CD pipeline based on Jenkins that allowed:
 - Airflow directed acyclic graph (DAG) deployment, including linting and testing
 - Packer image creation for servers such as Airflow and Jenkins itself
- Terraform deployments including:
 - Rolling out all infrastructure from landing zone to servers
 - Setting up services such as AWS Glue and Redshift
 - On-demand custom EMR clusters and data sources
- Automatic systems and application log shipment to Sumo Logic



The results

Big data, big gains

The deployment of the MARS platform, the company's cloud and data transformation program, generated several key business outcomes for Medibank:

- The platform's centralized environment lets internal business units easily access and analyze data, ending the data siloes that had existed.
- Business units more effectively analyze large volumes of data and model customer profiles that drive targeted marketing campaigns across Medibank's products and services
- Medibank views its in-home care services—ranging from chemotherapy and palliative care to kidney disease and dialysis—as an important offering for members. The platform ensures customers receive the best possible care while enhancing CX across the company's product and service portfolio. Through the MARS platform, Medibank aims to match customers' medical profiles from a single data source and propose solutions such as in-home care.
- The MARS platform provides Medibank with a competitive differentiator through customized health plans for customers and marketing campaigns that include tailored offers.



Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB
England
Tel: +44 (0)1 020 7297 7600

India Operations Headquarters

5/535, Okkiam Thoraipakkam,
Old Mahabalipuram Road,
Chennai 600 096 India
Tel: 1-800-208-6999
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Fusionopolis Link,
Level 5 NEXUS@One-North,
North Tower, Singapore 138542
Phone: + 65 6812 4000

© 2024, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission of Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned here in are the property of their respective owners.