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INSURANCE INDUSTRY

How many “true” versions of a customer record exist in your systems today?

GOLD

SILVER

BRONZE

A single policyholder can exist as three slightly different records across policy admin, claims, and customer service. Multiply that across a book of business, and “customer 360” becomes a slide in a deck — not something teams can rely on.

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THE PROBLEM

One customer. Three unreconciled records.

Without shared modelling, every source system builds its own version of the medallion — and none of them agree.

POLICY ADMIN	CLAIMS	CUST. SERVICE
GOLD	GOLD	GOLD
SILVER	SILVER	SILVER
BRONZE	BRONZE	BRONZE

3 medallions. 0 reconciliation. 1 confused claims team.

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THE FIX

One governed Lakehouse. One trustworthy record.

Data quality and modelling controls embedded across every Medallion layer — so policy, claims, and customer data reconcile as part of the architecture.

GOLD — Customer 360 ✓

SILVER — Reconciled entities ✓

BRONZE — Raw source data ✓

RESULT

- ✓ Records reconciled at the architecture level
- ✓ One trustworthy record, always current
- ✓ Claims draw on a single source of truth

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THE SIMBUS APPROACH

Simbus. Databricks Elite Partner for regulated industries.

Full Lakehouse platforms with data quality and modelling controls embedded across every Medallion layer — built for data-intensive, regulated environments like insurance.

- GOLD
- SILVER
- BRONZE

3	1	0
MEDALLION LAYERS GOVERNED	TRUSTWORTHY CUSTOMER RECORD	COMPETING VERSIONS OF THE TRUTH

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