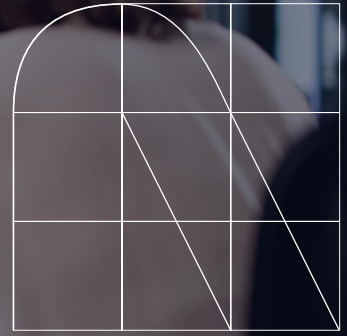


Hipotecario Seguros turns data into a decision-making engine

NTT DATA drives data model transformation — unifying information and maximizing its value for the business



Client profile

Hipotecario Seguros is an Argentine insurance company specializing in property and personal lines. Operating in a highly regulated and competitive environment, the company relies on data quality and analytical capabilities to support effective operations and informed decision-making.

NTT DATA led the transformation of Hipotecario Seguros' data model — designing and implementing an end-to-end approach that resolved data fragmentation and significantly improved decision-making quality.

Through the ADALÍTICA framework, NTT DATA established a single trusted source of truth, standardized critical metrics, and deployed a modern Lakehouse architecture that strengthens governance, automates reporting, and accelerates business analysis.

The initiative delivered concrete results: a 30% reduction in report preparation time, 20% fewer manual reprocessing cycles, and an 18% drop in digital CAC. Today, more than 70% of the company operates under unified data standards.

NTT DATA positioned Hipotecario Seguros to move into advanced analytics and AI — building a stronger competitive edge for an increasingly demanding market.

20%

reduction in manual rework associated with data consolidation

30%

reduction in time spent preparing key reports

70%

of the organization operating under unified data standards

Business need

Making data a strategic asset

Hipotecario Seguros faced the challenge of managing a growing and increasingly diverse volume of data spread across multiple systems and business units. Fragmented information, inconsistent KPIs, and lengthy report consolidation cycles directly limited the company's ability to analyze performance and act with confidence.

In an industry that demands greater agility, analytical precision, and the ability to anticipate change, the organization needed to evolve its data management model. The priority was not simply to resolve operational issues but to build a solid foundation to scale analytics, reduce the risks of ungoverned data, and support long-term business growth.

The goal was clear: transform data into a strategic asset — aligning every part of the business around a shared vision, backed by information that is reliable, traceable, and always accessible.

Hipotecario Seguros also set out to build a Data First model — one that would progressively unlock automation, advanced analytics, and AI capabilities across the organization.

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Our biggest challenge was knowing whether our media investment in Google and Meta was actually driving profitable growth — or just generating noise. We needed full visibility into the customer journey, from lead to conversion, to make decisions we could stand behind.”

Fernando Converti

Marketing Manager, Hipotecario Seguros



Solution

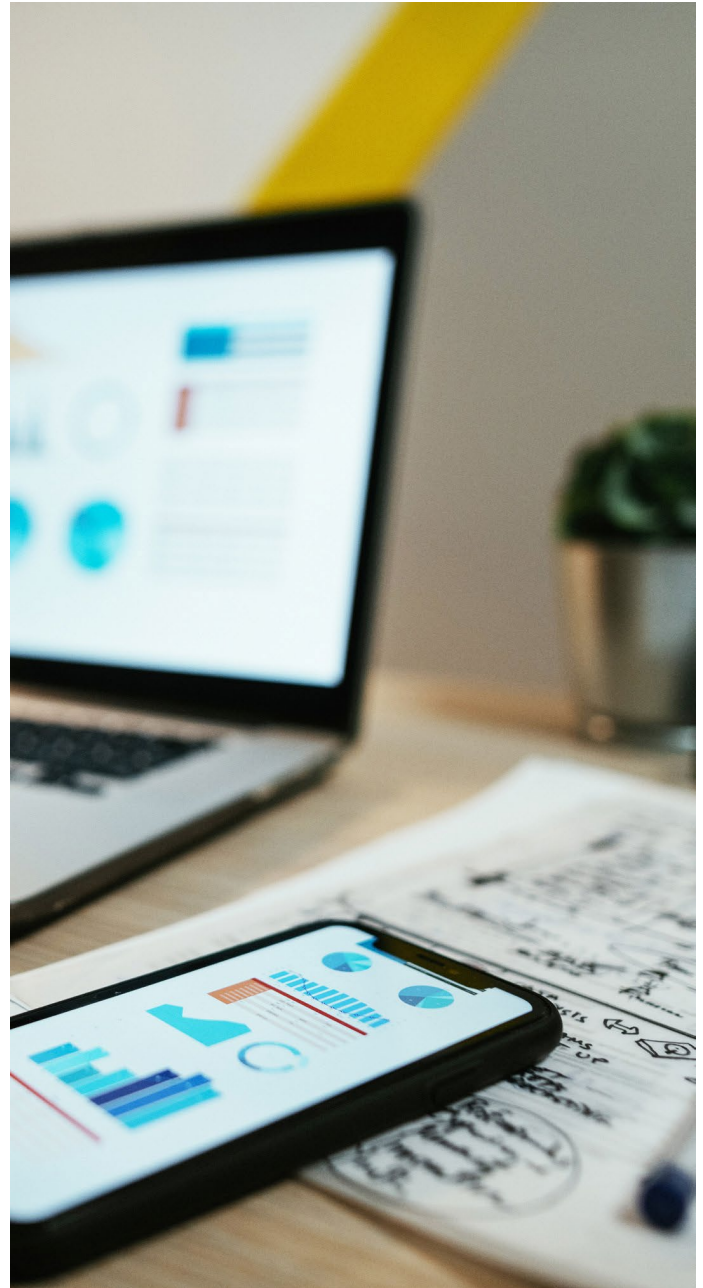
A data strategy powered by modern lakehouse architecture

NTT DATA partnered with Hipotecario Seguros to design and implement an integrated solution combining strategy, data architecture, and cultural transformation. The partnership began with collaborative workshops across the company's core business areas — Planning, Claims, Operations, and Actuarial — to identify real needs, pain points, and opportunities for improvement.

Central to the solution was the development of an enterprise data model tailored to the insurance business. NTT DATA standardized key entities, metrics, and rules, establishing a single trusted source of data across the entire organization.

Building on that foundation, NTT DATA implemented a cloud-based Data Lakehouse architecture that combines the flexibility of a Data Lake with the governance and quality of a Data Warehouse. The platform centralized structured and unstructured data, automated data pipelines, improved traceability, and enforced security and access controls.

NTT DATA also launched a Data Literacy program to strengthen internal capabilities and foster a self-service analytics culture. Beyond the technology, the solution drove a lasting shift in how the organization uses data — not just to operate, but to compete.



ADALÍTICA was, above all, a collaborative effort. We worked to build a corporate model that guarantees quality, traceability, and consistency. Today, more than 70% of the departments operate under the same data framework, which strengthens trust and reduces friction points in decision-making."

Ulises Botello

Head of Data and Analytics, Hipotecario Seguros

Outcomes

A strong foundation for a data-driven organization

ADALÍTICA gave Hipotecario Seguros something foundational: its first organization-wide trusted source of data, strengthening governance and ensuring consistency in strategic information across the entire organization.

Standardizing the data model and adopting a modern Lakehouse architecture enabled more agile, traceable, and efficient operations.

Integrating the lead model and automating critical processes further boosted digital efficiency and significantly reduced the manual effort associated with data consolidation.

This leap in analytics maturity positions the business to scale into advanced AI — enabling decisions that are faster, sharper, and grounded in evidence.

What we delivered:

- Single trusted view of data across the organization
- 30% reduction in time spent preparing key reports
- 70% of the organization operating under unified data standards
- 20% reduction in manual rework associated with data consolidation
- 18% reduction in digital customer acquisition cost
- Improved readiness for advanced analytics and AI

“ADALÍTICA left a real mark on this company because it changed how we debate and how we decide. It elevated the strategic conversation and gave us a single framework that brings together intuition, experience, and data. In a demanding market, consistency is what sustains growth.”

Inés Rodríguez

Marketing & Data Manager, Hipotecario Seguros

“

Transformation in insurance isn't just a technology story — it comes from combining business expertise with advanced data management. Data becomes a strategic asset when models are built with insurance logic at their core — sharpening decisions, removing friction, and unlocking opportunity. That is the difference between adapting and leading.”

Cesar Giorgio

Insurance Manager, NTT DATA Argentina

“

In the insurance market ahead, the winner won't be the company with the most information — it'll be the one with the deepest intelligence about its customers. NTT DATA partnered with Hipotecario Seguros to build a platform that makes exactly that possible: understanding customers, anticipating their needs, and responding with greater precision. Data is no longer just an operational resource — it's a core driver of business decisions.”

Florencia Ortega

Data & AI Manager, NTT DATA Argentina

Learn more about NTT DATA
nttdata.com

