



# CUSTOMER SUCCESS STORY

Nation's Leading Small Business Insurance Carrier Gains Business Intelligence, Agility with Event Sourcing

## BACKGROUND

Insureon is the nation's leading online insurance marketplace for small businesses. With a unique talent for blending tech and insurance expertise, they offer streamlined application processes and lightning-fast results. Headquartered in Chicago, they serve a variety of industries, from IT professionals to restaurants. Insureon also licenses its software application to help enterprise and agency partners serve their clients more effectively.

## THE CHALLENGE

Insureon's monolithic Microsoft SQL database architecture had served them well, up to a point. Deployments were challenging, software was brittle, and they required a more fluid solution to keep up with rapid growth. "We were experiencing prohibitive performance and challenges in terms of code complexity and breaking changes that were related to SQL and its normal patterns of usage," said Aaron.

Consumers want information and results in real-time. With a focus on providing prompt, reliable quotes, Insureon needed a system that was more powerful, yet minimal, and highly optimized.

## THE SOLUTION

When Aaron Hanna, Chief Architect, joined Insureon in 2014, he came with an extensive background in demand-driven design and an event-driven mindset.

Aaron was a long-time advocate of Event Sourcing (ES), a database architecture where information is stored as a stream of immutable events over time, rather than simply storing current state. This allows for improved business intelligence, increased observability, perfect audit trails, and root cause analysis.

After evaluating several vendors and SQL alternatives, it was evident that Event Store was the clear winner. "Event Store's ES provided the performance, semantics, and multiple event transactional capabilities that we needed," said Aaron.

### A Distinct Competitive Advantage

With ES, problems can be viewed from a multitude of perspectives, and this clarity provides a distinct competitive advantage. "We can now ask questions



#### Company Name

Insureon

#### Industry

Small Business Insurance

#### Solution

Event Store

#### About

- The leading independent marketplace for commercial insurance
- Founded in 2011, and headquartered in Chicago, IL, Insureon is licensed in all 50 states
- Serves a multitude of industries, from IT professionals to restaurants, along with agencies, and enterprise partners
- Implemented Event Store's event sourcing architecture to support

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*Aaron Hanna,  
Chief Architect*



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such as, 'What is the average time to quote for these carriers, What's the attrition of an application, or What's the correlation between this process and that data response?'," said Aaron. Everything is correlated and can be drawn upon through ES to build a complete multi-dimensional picture.

### Complete Historical Records

"In our industry, you need a complete history of things," said Aaron. "From current state to changes over time, those answers are built right into our software." Insureon can now visit historical data points, such as what their client liked last month vs. six months ago. Changes over time, correlations between processes, and the ability to roll back certain states are powerful tools for improving customer experience. "We now have detailed information about every grain of sand that's moved in our system. It's just awesome to see," Aaron continued.

### Improved Business Intelligence and Agility

It can be a challenge to make intelligent business decisions without having a complete picture of what happened, by who, from where, at what point, it's relationship to other events, and what happened prior.

"One of the incredible benefits of ES is the ability to unlock conversations, ideas, and research by examining the complete picture," said Aaron. "It changes the business discussion into a limitless source of reanalyzing, hypothesizing, and measuring, and creates a liberating mindset about data. It's an awesome phenomenon."

Insureon can now entertain almost any possibility, direction, or configuration, which has dramatically increased business creativity and agility.

### Increased Speed and Scale

There are numerous steps involved around the customer experience and time to quote. "ES provides absolute clarity from the very first button that clicks on an application to the quote, all the way through to the renewal process, which is months later," said Aaron. "This allows us to continually improve our software, the customer experience, and hold our partners accountable for the speed at which certain portions of their APIs work."

Insureon now has the KPIs and insights necessary to see everything that happens, how it's interconnected, how long it takes, and what that means for their customers. And, whenever

stakeholders have questions or need specific information or what-if scenarios, this can be easily provided.

"Before ES, everything was a cloud of confusion and ready to break all the time," noted Aaron. "Now, we can support everything with minimal staff and risk because everything aligns together."

### A Central Source of Truth

"Instead of 'dealing with the database,' our developers can focus on business functionality and creativity," said Aaron. "A system based on ES as the primary source of truth really makes sense. The goal of architecture is to be as simple and clear as possible. ES keeps things simple, functional, and organized."

From a developer perspective, it's easy to read, write, and perceive data in the database the same way it's perceived in the code. Onboarding is easy as new developers can learn ES in one day.

"Based on my research and experience, Event Store's ES architecture is unparalleled," said Aaron.



## **ARE YOU READY?**

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