WARDY IT Solutions Virtual DBA subscription helps Covermore drive global growth goals

Executive Summary:

Always in demand are the highly sought after skills of IT professionals who administer and analyse databases. These professionals are known as Database Administrators, or DBAs. Because databases provide the foundation for all enterprise software applications and act as a central repository for corporate data, DBAs often command the IT Profession's highest salaries. Their skill is measured by how they can analyse and manipulate data to provide Business Intelligence (BI), which is needed by management to improve processes, productivity or increase market share. Covermore Travel Insurance depends on SQL Server databases for online ecommerce revenue generated from travel insurance policy sales. These systems are complex and need skilled administrators to ensure they operate at peak performance, deliver fast web transactions and respond rapidly to enquiries from frontline sales and medical staff. WARDY IT Solutions acclaimed Virtual DBA subscription service provides access to highly skilled engineers who manage, analyse and proactively monitor systems and security around the clock. This service is provided at a fraction of the cost of Covermore employing their own technical staff. The skills required to provide comparable service levels came at a very high cost to the insurer— but with 24x7x365 access to WARDY IT Solutions exceptionally talented pool of expert DBAs, Covermore could meet their exacting service levels and realise a huge competitive advantage as they push forward with their upbeat international expansion plans.

- Covermore has unlimited access to the technical resources provided by Microsoft SQL Server database and BI Integrator, WARDY IT Solutions

- WARDY IT Solutions Virtual DBA delivers enterprise class support services to Covermore which otherwise would only be attainable at three to four times the expense of delivering comparable services in house

- Covermore partners with WARDY IT Solutions delivering projects, strategic planning and system upgrades

- WARDY IT Solutions attracts gifted support engineers who thrive within their learning culture and revel in meeting their demanding customer service pledge

About the Client:

- Established in 1986
- 1,000 employees
- Insurance
- http://www.covermore.com.au

Cover•More®
Travel Insurance

Innovative insurer Covermore Travel Insurance provides travel protection insurance policies and stages the delivery of emergency medical services for those who experience misfortune while journeying. The North Sydney headquartered organisation invests in information technology that provides a competitive advantage and delivers the exceptional levels of responsive support their clients need when confronted with dire situations beyond their control. Covermore is growing fast and covers an expanding global footprint to extend its market reach and capture new opportunities offered by Asia's "Tiger Economies". Skilled medical and logistic support services are managed from their Australian offices by a complement of qualified nursing staff who provide digital triage and moral support prior to escalating the services if circumstances demand.

"Peter Ward wrote the book on SQL Database Management and the WARDY IT Solutions team are some of the most highly skilled DBAs I have ever dealt with"

"WARDY IT is just part of the team now"

Richard Wilshire
IT Manager
Covermore Group

Wardy it solutions

Client Challenge:

Databases are the core data repository used by enterprise computing systems. They provide employees with the information that is the cornerstone for every type of business transaction. Elite IT professionals are attracted to the specialisation because of the prestige it adds to their resumes and the generous remuneration packages it offers. The nature of the work demands a sharply honed analytical skill-set to realise commercial advantage from raw data-sets. One key part of a DBAs' role is extracting data and translating it into meaningful Business Intelligence or BI that can be analysed by financial, marketing and other executives who have a vested interest in driving revenues. Having the budget to hire DBAs is a luxury only afforded to the largest organisations, who can amortise the cost across many business units or broad revenue streams. For Covermore, this posed a huge competitive disadvantage because their rivals were colossal multi-national insurers with deep pockets. Covermore went to the marketplace and investigated what was available to help solve their challenge.

Solution:

The Virtual DBA service provided helps Covermore in a number of ways:

Database Performance
Monitoring database operating status ensures that degraded performance is diagnosed and the causes are quickly remedied. It's often the case that anomalous behaviour provides a warning of an issue that could cause an outage or system failure. By proactively monitoring issues or tracking database errors, systems can be kept operating at peak performance. For Covermore, this meant that their ecommerce systems were fast and potential outages that could adversely impact revenues were identified.

Priority On-Call 24*7*365 DBA support
Databases are the engines that power Covermore's web based ecommerce revenues and store the operational knowledge that nursing staff need to manage a crisis in a structured, methodical way. It's vital that database systems are online around the clock and that skilled diagnosticians are able to quickly assist their patients.

High-Availability and Capacity Planning
The continuous uptime for Mission-Critical systems doesn't just happen by accident. Monitoring of indexes, error reports, query response times and overall system behaviour are correlated and analysed to guarantee that the 99.999% uptime requirements the business must have is met. Planning for peaks, troughs and allocating resources accordingly can help to mitigate risks and ensure better patient outcomes. WARDY IT Solutions Virtual DBA service provides the high-level skills needed to proactively meet these challenges.

Backup, Maintenance and Security
Backup and maintenance are considered housekeeping tasks in the world of Enterprise IT, and the Virtual DBA service manages and monitors these chores to ensure duties are completed and the backup integrity is validated. Maintaining database security against unseen foes is an endless battle that the Virtual DBA service oversees by ensuring that systems are patched, vulnerabilities quickly identified, and any potential risks are eliminated to maintain system integrity.

Outcome:

Covermore's team of IT professionals responsible for technology operations consider WARDY IT Solutions as "part of the team" and rely on the Virtual DBA service to provide advice, support, and help meet strategy and planning goals. Because WARDY IT Solutions is a dedicated specialist who focuses exclusively on Microsoft SQL database engineering, the company is also engaged in new projects and knowledge transfers that help fuel innovation and fresh thinking. These services, coupled with an intrinsic understanding of Covermore's underlying technology have helped yield operating efficiencies that have enhanced the organisation's competitiveness and added prestige to their global reputation.

Conclusion:

Mission-Critical service delivery is mandatory for an organisation like Covermore. Ensuring that rescue flights, ambulances, doctors and nursing staff can be orchestrated remotely demands that systems must always be online and ready to meet the life and death situations faced by support staff. Covermore is dependent on revenues that originate from web transactions, telephone sales and through their channel of travel agents. To guarantee business revenues for modern, dedicated online businesses, ecommerce websites must be always available, responsive, and able to provide continuous, uninterrupted uptime. WARDY IT Solutions has garnered international acclaim as an organisation who can successfully build and support complex database infrastructure and provide the ongoing support to improve the utility of this technology.

- Revenue streams are safeguarded with high-level 24*7*365 technical support

- Security concerns are allayed because Virtual DBA has an entire team who focus exclusively on building, maintaining and supporting SQL Server database security

- Covermore's Virtual DBA subscription enables the organisation to provide comparable database resources at around 35% of the overhead paid by global competitors headquartered in Europe and the USA

- Virtual DBA performance monitoring improves system uptime by identifying operating inconsistencies and quickly fixing the root cause

- Tight synchronicity between technology and healthcare providers results in better outcomes for Covermore customers facing dire circumstances

Products and Services:

- Virtual DBA
- DB Monitor
- Mission Critical SQL Server Design
- SQL Server Business Analytics

About WARDY IT Solutions:

WARDY IT Solutions is Australia's leading SQL Server and Business Intelligence specialists. The company creates solutions that enable businesses to maximise returns on their investment in knowledge management. Through the extensive use of Business Intelligence, WARDY IT Solutions helps their clients realise the best possible dividend from their data assets. WARDY IT Solutions has received numerous industry accolades, most notably the prestigious Microsoft Global Platform Partner of the Year in 2013. The organisation is recognised internationally for their innovative solutions, training skills and unwavering commitment to education and furthering the interests of the broader Microsoft SQL Server community.