

## QlikView for Insurance

Accelerating competitive advantage and reducing risk through informed decisions

Amid uncertain economic conditions, decreasing premiums, and intense competition, customer focus and risk management continue to be fundamental drivers for profitability and market share in insurance. The urgent need for information to help address these priorities compels insurers to attempt complex data integration and warehouse initiatives. But lengthy and costly IT projects are hardly an option in today's challenging marketplace. With QlikView in-memory analysis, firms can quickly and affordably offer visibility and analytical capability directly to business users, empowering informed decision making and action based on insight.

### Industry challenges

Insurers continue to face a soft market, in which all types of products are readily available, customers are increasingly fragmented, and firms are forced to compete on rates. Along with decreasing

### Inhibitors

To create agility and optimize decision making, insurers must overcome fragmented legacy system infrastructures, segregated lines of business, and rigid forms of information delivery. This challenge is tough enough when markets are strong, and even harder when a culture of cost reduction is pervasive. Firms must find ways to empower business users with information while at the same time reduce spend on costly, long-term IT initiatives.

### QlikView solution

With QlikView in-memory analysis, insurers can quickly integrate data from all lines of business and external sources, creating comprehensive, consolidated views of customers, policies, claims, and products. And business users themselves can perform powerful, interactive analyses to answer their specific questions and create the agility they need.

Unlike traditional business intelligence, QlikView can be implemented in days. End users can be trained in minutes. Data can be analyzed across unlimited dimensions and explored in any direction against the entire data volume down to record level data such as transactions. QlikView provides fast, visual, flexible and powerful analysis – all enabled through its in-memory associative technology.

revenue from premiums, payouts are on the rise and stable investment returns are harder to come by. And proactive risk management is of the highest importance in today's environment. Visibility into risk and exposure across products, customer demographics, and geographies is critical to proactively manage through unforeseen situations such as catastrophes or economic crises.

### Representative QlikView Customers

AON Insurance  
Colonial Insurance  
Exeter Friendly Society  
Federal Home Loan Bank  
ING  
Mitsui Sumitomo Insurance  
Munich Reinsurance  
Multiplan  
National City  
Nationwide Insurance  
Natixis  
Penn Treaty  
SEB  
Societe Generale  
Zurich Insurance

More than 250 financial firms, including over 50% of the global top 25\* have turned to QlikView to improve performance across their organizations.

*\*Top 25 Based on Fortune Global Banking, Securities, and Insurance Firms by Revenue, 2008*

More than 250 financial firms worldwide have turned to QlikView to improve performance. Executives, managers, and analysts rely on QlikView's unmatched flexibility and ease of use for clear visibility into their information assets, enabling:

- Improved analysis of underwriting, claims, and payments
- Improved capability for sales & marketing to identify cross-sell and up-sell opportunities
- Improved collaboration among lines of business for customer acquisition and retention programs
- Improved risk and exposure analysis across demographics and geographies
- More efficient sales and operations through measurable process improvements
- Enhanced response and reporting capability for regulatory and legal compliance



# QlikView for Information Based Business Agility

## Executive Management

With QlikView, executives leverage up-to-date, balanced scorecards and dashboard KPI's to manage progress toward business targets, while QlikView's associative analysis paradigm inspires intuitive, exploratory thinking. Whether analyzing "what if?" scenarios, evaluating new market opportunities, or analyzing performance of business lines, QlikView offers powerful and simple analysis for end users to make better informed decisions.

## Sales & Distribution

QlikView empowers the salesforce, branch managers, and independent agents to easily explore and analyze policy and customer data to uncover new sales opportunities. QlikView dramatically improves enterprise up-sell and cross-sell potential by allowing each individual agent to fine-tune targeting to their particular situations, increasing revenue, improving products, and maximizing customer profitability.

## Marketing & Product Management

Accurate insight into customers, understanding of markets, and timing, both pre and post launch, all drive success of

new product offerings and campaigns. With QlikView, marketing and product management teams can quickly assess and target the 'who, what, when, and how' for new products and campaigns, to drive maximum impact, customer acquisition, and retention.

## Underwriting, Claims & Payments

QlikView empowers operational managers in underwriting, claims, and payments to quickly analyze and assess activity across a multitude of dimensions, increasing efficiency, reducing risk, and improving service levels. In addition, QlikView helps to support fraud investigation initiatives where it's difficult to predict activity or patterns in advance.

## Risk and Compliance

Risk managers use QlikView for clear, fast, and flexible visibility into risk portfolios. With QlikView, up-to-date portfolio KPI's can be quickly assessed in a dynamic dashboard, and unrestricted investigatory analysis can be performed, down to the record level, to uncover hidden exposure concentrations and analyze the impacts of unforeseen events such as natural disasters. In addition, QlikView provides a powerful ad-hoc compliance capability for response to inquiries or changes in regulatory environments.

## Operations, IT, & Back Office

With QlikView, operational managers can assess how to improve processes for lower operational costs, IT managers can perform analyses around systems performance and SLA's, and CFOs can simplify financial reporting and compliance with SOX, IFRS and GAAP. And because associative analysis can be conducted on any data by any dimension – for example, P&L by line of business, geography and product, corporate administrators can apply QlikView decision support to any business function, such as HR, payroll and benefits, planning, budgeting and more.

## Accelerating the competitive advantage of informed decisions

Leading insurers worldwide use QlikView as their platform to deliver easy-to-use, fast and flexible analysis across the enterprise. With QlikView, firms seize competitive advantage by empowering their organizations with the insight and agility to deliver innovative products and services, target the right customers, and proactively manage risk. The QlikView platform provides business analysis at line of business and enterprise levels without the long lead times and expense of traditional business intelligence. With QlikView, driving performance means fast and intuitive use of information to optimize decision making.

