

Executive Insight for Insurance Blueprint PowerPoint Script for Demo

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Performance Blueprints from the IBM Cognos Innovation Center for Performance Management accelerate your implementation of performance management capabilities. In this demonstration, you will see how the *Executive Insight for Insurance Performance Blueprint* can provide your insurance company's executives with insight into the key performance areas that are pertinent to their individual decision-making roles.

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IBM Cognos Performance Blueprints help companies align corporate objectives with operating plans so they can operate more profitably and efficiently. Performance Blueprints are pre-defined data, process and policy models developed to help improve planning, budgeting, forecasting, reporting and analysis. The *Executive Insight Blueprint* provides insurance companies with relevant reports and analyses that pertain to underwriting, claims and premium production, dramatically reducing the time required to deploy a new performance management application.

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How confident are you in making key business decisions based on the reports you receive today and the analysis you can perform on them? Do these reports give you a complete view of the business? What happens if you make a decision based on incorrect data? How much time is spent by you and your staff gathering, assimilating, consolidating and formatting data? And how much time does that leave you for actually analyzing the resulting information?

Insurance executives are struggling to answer “how am I doing” consistently because of heavy reliance on old approaches to data gathering. Meanwhile, they have to deal with a number of business drivers and challenges—such as visibility, risk management, underwriting to a profit, providing cost-effective optimal claims services and dealing with the problems caused by inefficient, inaccurate or poorly timed management decisions. Then there are new regulations, laws and business processes. And all of this is happening while the struggle for customers continues to increase as competition becomes fiercer.

These challenges and drivers boil down to one fact: Turning data into an information asset and then employing it in timely, accurate, defensible decision making is no longer a ‘nice-to-have’—it’s a necessity.

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The *Executive Insight for Insurance Blueprint* provides insurance executives the insight they need into production, underwriting and claims, and presents this information in appealing and useful dashboards, scorecards and reports—on their computers and handheld devices.

With this *Blueprint*, preparing executive briefs is just a “button push” away or even automatic when data is updated. For insurance companies, this feature alone reduces

hundreds of hours of effort to seconds, giving decision-makers the time to analyze rather than create reports. Executives no longer have to wait for IT to run a report and analysts no longer need to spend a weekend assembling reports. Regional executives can report back to their corporate offices about any unusual success or issues, along with their professional advice and action plans.

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Using dashboards, balanced scorecards, reports and alerts, the *Executive Insight for Insurance Blueprint* provides a launching point for executive collaboration and solution design. It uses the IBM Cognos 8 Web portal interface to deliver underwriting, claims and production level information with role based interfaces.

An Executive dashboard brings together information from internal as well as external sources. Dashboards for regional executives are also available. All reports have drill down and drill through capabilities so that users can get information at all levels of detail. The *Blueprint* also supports ad hoc queries and report creation. And, once you create a report, it can be automatically generated on demand with the latest updated versions of the supporting data, eliminating a great deal of time and effort.

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Now we will give a brief demonstration of how the *Executive Insight for Insurance Blueprint* can provide a launching point for executive collaboration and solution design.

[DEMO]

I log into the web based portal as an insurance executive who has access to the entire company's data. A member of a particular branch or region would be restricted to the data specific to that geography.

[DASHBOARD]

The Overall Performance dashboard has a series of built in capabilities. I have the ability to do interactive searches, not just on report names, but on full unstructured data. Alerts take advantage of the IBM Cognos 8 event management capability, while RSS feeds provide current news and interactive stock information.

The charts are dynamically updated from the underlying data sources with the ability to drill down to lower levels of the hierarchy. If I right click and select the lineage link, I see the Business view or Technical view of the data source used to build that chart.

The map allows me to see a breakdown of data by time, measure and region. We also have the ability to do advanced location intelligence integration with third party solutions such as Pitney Bowes MapInfo and the SRI. Again I simply click to drill down to a finer level of detail. I have the ability to add bookmarks, download the content, push the information out to other colleagues via email or save the report.

Here we see a series of KPIs with status and trend indicators broken out by New Business and Renewal Retention. I can open the metric in Metric Studio for a deeper

understanding of the History, Actions, Reports, Diagrams and Details that feed that metric.

I can also navigate any one of the dozens of additional templates and examples which are packaged within the blueprint. For example, the Personal and Commercial Line of Business Analysis page provides a wealth of information for a selected metric and time period. Similarly may be I want to see a break out of our Direct Premiums versus Plan and Loss.

[GO OFFICE]

Using the IBM Cognos 8 Go Office add in I can make this information available in multiple formats including Microsoft Power Point, Word and Excel. A PowerPoint briefing book has been prepared for me, but updating this briefing book is no longer a manual process. The information within the briefing book is pulled dynamically from IBM Cognos dashboard reports and can be refreshed with a click of a button. I even have the ability to create filters and parameters so that I can pivot and select different criteria to filter the report.

I can add more pages to this report, import additional content, or build a brand new deck. Perhaps I want to load in some of the same dashboard that we've been looking at. I navigate to the direct premiums versus plan loss report and using the IBM Cognos 8 Go Office add in I can pick and choose the portions of the dashboard which are most important to me. This report is dynamically refreshing, pulling the results set back into the Power Point presentation: A living, breathing document which can be distributed to my colleagues or saved, and no longer has to be manually created.

Now that this report has been rendered, I can distribute it, refresh the content or even publish it back out to the internet for broader viewing. To get more information about a particular subject area I can leverage the built in search capabilities. I have the ability to search on report names and descriptions as well as unstructured data and the underlying source data.

The corresponding result set looks very much like a Google type search, displaying a relative match of how closely these existing reports link back to my search criteria. It also allows me to execute a dynamic query that will be generated on the fly.

[AD HOC]

Entering the Ad hoc environment the searched data elements are pre-configured, but the environment provides a business user with an endless number of Ad hoc, drag and drop report creation capabilities that are very easy to use and do not require complex training.

On the left hand side of the screen I have access to all the different data elements that the administrator has granted me access to. And across the top of the screen, I have built in analysis capabilities such as charting, grouping, calculations, etcetera . I'm interested in the performance of branches and regions based on regional losses paid and direct premium written. Next I'll group branches by region. To build the loss ratio calculation I

simply select these two fields and create a percentage calculation. Since all calculation types are built in, the business user does not have to write complex code or know SEQUEL in order to build this model.

I'll select losses paid as a percentage of DPW, and call this our Loss Ratio. Now that we have calculated the loss ratio, I want to highlight those numbers. I simply right click and define a conditional style in which less than 50% is excellent, greater than 100% is really bad, and of course anything in the middle is average. Now we can easily see that the mid west region is performing well, whereas the north east and the west regions have some problems. Now I'll add a column chart to the report to help interpret these numbers.

In a matter of seconds, I have constructed an Ad Hoc report from scratch, identified some outliers and can save this report for future use.

[GO MOBILE]

We have the ability to take this same information and present it on a mobile device as well. I simply browse to our personal folders location and see that same report that we just created. If I had parameters and prompts it would ask me how I want that information to be filtered. The report renders live on the blackberry device, and I can take advantage of built in user interface capabilities. Let's focus on this particular table to get a better look, and as you can see, the identical report format is presented within our mobile device. This really solidifies the point that with IBM Cognos software you build the content once, and distribute it in multiple formats.

Now let's turn our attention to the Southwest and West regions. I can see that the west region has four branches with one red outlier versus just two in the Southwest. Perhaps I am interested in a what-if analysis that involves moving one of our Western branches into the Southwest. To perform this type of metadata movement the Business Analyst uses IBM Cognos 8 Business Viewpoint, which is part of the overall IBM Cognos 8 suite and built into the executive insight blue print. Within this environment you can nominate change, reconcile the effect, review and then publish that change so that the existing content can be updated.

But before I make a global change I may want to do a sandbox analysis of the change. To do this I can simply navigate to our regional hierarchy and drag Denver from the West to the Southwest region. Denver is flagged as a change in red and the corresponding grouping is now within the Southwest. I'll create a new publication, which allows me to see the effect of that change. The key take away is that IBM Cognos software allows you to make these global metadata changes without requiring complex coding or requiring deep IT intervention.

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The *Executive Insight for Insurance Blueprint* delivers a robust set of underwriting, claims and production dashboards, reports and scorecards. Using these tools, both home office and regional executives can assess the pulse of their company's performance—in

real time. It also helps corporate and regional executives improve their overview of corporate and regional performance for underwriting, claims and production.

They can also ‘understand new and renewal business by line, region and product type’; ‘measure and monitor claims by line of business, coverage, severity and frequency by region’; and ‘observe timely regional performance against goals and objectives for new, renewal business and claims activity’.

With the *Blueprint*, executives get ‘corporate scorecard results in real time’, ‘daily feedback about corporate goals including trends’, and they can ‘take action, assign ownership and track progress for remedial actions to prevent performance gaps’ while ‘eliminating the inefficiencies associated with monthly regional performance reporting’.

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For a full list of IBM Cognos Performance Blueprints available for other functional areas in your organization please visit the IBM Cognos Innovation Center at www.ibm.com/cognos/innovation-center

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Thank you for your interest in this *Blueprint*.