

**BI-07****Real-Time Monitoring with IBM Cognos Now! Reduces Costs at Insurance.com**

This session describes how Insurance.com capitalized on the real-time monitoring capabilities of IBM Cognos Now! to develop a solution that reduced sales center costs. You'll learn how the solution helped Insurance.com minimize inefficiencies, optimize marketing efforts and increase revenues. You'll also hear how you can maximize the value of your own customer relationship management (CRM) solutions and increase the efficiency of your contact center to increase ROI and improve the bottom line.

**Presented by:** Scott Noerr, Director of IT Services, Insurance.com