PENETRATE THE MARKET WITH NEAR REAL-TIME DATA ANALYTICS

Acuma helped an insurance provider to get a better grip of the business through near time application monitoring and initiating quick business decisions.

acuma

IVM

A SAKSOFT COMPANY

CLIENT OVERVIEW

Our Client has 68 years of experience providing international coverage to expats and global organisations. The company created the first expatriate program exclusively for the U.S. Foreign Service and now insures expatriates in over 170 countries.

Client
A leading insurance provider

Industry
Insurance

Service Offering
Data Warehouse and ETL solutions

Business Challenge

The Client's Management Information System heavily relied on manual collection and collation of data through spread sheets for data delivery. This caused serious data inaccuracy and visibilities issues. For successful and on-time proposal submission and sales management they needed a fully automated MIS to get access to real time meaningful data. They also needed to monitor the financial performance of the organisation by monitoring claims, accessing future risk, effect of changes on the business, keeping track of the claims accepted and rejected, minimize risk and fraudulent claims.

Business Solution

Acuma implemented a data warehouse that offered data storage, consolidation and near real-time data and business metrics to users via a suite of custom built dashboards and reports. Acuma's development team worked closely with the client's team and developed the system. This collaborative approach facilitated continuous validation and review of the development process and eliminated time loss. Acuma also developed a common framework to access all the information and provided single sign-on and restricted access for different layers of user base such as Directors, Financial Controllers, Marketing team, Sales team etc. Locating the exact data within the source system was difficult due to lack of supporting documents from the supplier. To overcome this challenge and ensure near real time data, Acuma introduced data warehouse ETL (Extract-Transform-Load) processing throughout the day with no impact on the business operations.

Business Benefits

- 100% elimination of manual efforts through fully automated system

- The business now has continuous access to near real time data (hourly updated data) replacing monthly data and report generation, triggering quicker decisions and business actions.

- Targeted sales and marketing process resulting in 30% increase in lead generation

- A depth-oriented data analytics and report generation through visually appealing presentation

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