INFOCEPTS

Using MicroStrategy to Create an End-to-End BI Reporting System in the Reinsurance Industry

Summary

We created an end-to-end BI reporting system that enabled a leading reinsurance organization to glean insights on the sales pipeline and make fast, reliable, data-driven decisions to close new deals.

Industry

Reinsurance

Users

Senior Executives, Branch Managers, Underwriters

Technologies

MicroStrategy, Custom SDK - Java J2EE, ExtJS, MicroStrategy Web SDK, Microsoft SSIS, IBM Informix, SQL Server

Team Size

7 InfoCeptians, 3 customer associates

→ The Challenge

Our client, a leading reinsurance company with operations worldwide, needed a better understanding of how its sales team moves prospects and leads along the sales pipeline to a closed deal. For years, the company operated in lieu of a centralized reporting system and relied on Excel to track information about deals. Analyzing data in Excel took a substantial amount of time and manual effort. Consequently, our client could never actually use the data to improve on how they close deals.

To make data actionable, they needed:

- A tracking system with centralized reporting to monitor existing and prospective deals; analyze underwriter and broker performance; and monitor premiums and claims across business units.
- An interactive dashboard to check real-time deal pipeline positions, glean insights from past deals, and analyze profitability.
- The ability to create, save, schedule, and deliver reports.

→ The Solution

Our team created a centralized data warehouse and MicroStrategy-based end-to-end business intelligence (BI) system with six dashboards and two mobile apps to be used globally by senior executives, branch managers, brokers, and underwriters. While some dashboards analyze sales in the pipeline, others provide information about key areas of business, including:

- A branch operational dashboard to track and analyze business within a single branch.
- A global margin dashboard to show comparative analysis for key performance indicators (KPIs) for various pricing models across regions, branches, departments, and lines of business.
- A global tolerance dashboard to provide tolerance and aggregate values for zones and super zones, and to compare possible maximum loss (PML) and aggregate values over time.

The mobile apps enable underwriters, brokers, and branch managers to access information easily, communicate across distances, and make key business decisions.

Our Approach

Our solution involved implementing a robust ETL (extract, transform, load) process for data loading from a variety of sources through the SSIS (SQL Server Integration Services) package. By automating the logging and alerting processes, users can receive notifications about the data load and job completion by email. Other technical highlights include:

- Data modelling from various information repositories.
- Upgrading from MicroStrategy 9.3.0 to 9.4.1; setting up the system administration.
- Ad-hoc reports and intelligent cubes to provide self-service BI.

→ The Results

With the solution in place, our client can analyze existing and past deals, profits and losses incurred in different business units, and more. Visually appealing dashboards and a streamlined navigation allow users to quickly find what they need, while the mobile apps enable brokers, underwriters, and branch managers to collaborate across distances. Armed with quarterly and yearly trend analysis reports, CEOs, CIOs, and other executives can glean insights from various business KPIs — claims, premiums, and existing deals — and use what they learn to ultimately close more deals.