

## Cognizant BI in a Box Insurance Dashboard



# Cognizant

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### Solution Summary

Our Business Intelligence in a Box (BI in a Box) Insurance Dashboard is a performance management solution built on Microsoft® foundational technology, to address the information and analytics needs of small to medium sized insurers. It is pre-equipped with a standard set of Key Performance Indicators (KPIs) and captures the essence of various insurance business functions. The solution is organized across three core functional themes: operational efficiency, loss containment and customer satisfaction.

The solution provides near-real time analysis of critical performance measures, vis-à-vis targets that coincide with organizational goals. An easy to use drill-down mechanism makes it possible to zoom from a KPI to the relevant transactional level details, at the click of a button. The solution also helps claims managers in making informed decisions by evaluating various customized business scenarios and assessing their impact on the key performance measures distributed across these three themes.

### Business Needs Addressed

For most insurers, fragmented data still represents a big hurdle when it comes to analyzing the wealth of information that is readily available to them but which still requires considerable time and effort for effective analysis and presentation. BI in a Box's insurance dashboard employs a pre-built claims and sales / distribution data model based on our many years of experience serving leading insurers.

The data model enables efficient mapping of existing data which is transformed into pre-defined industry standard KPIs and presented in the format of insightful reports, scorecard and dashboards.

Based on the frequent key business decisions that claim managers need to make, customized "what-if" scenarios can be incorporated into the solution at the time of implementation. The scenario planner comes in handy as an effective tool for analyzing the dynamics between key metrics impacting the business decision.

### Clear Business Value Delivered

To improve operational efficiency of their processes, contain losses and implement the appropriate loss containment measures, insurers need to tap unstructured data churned out of their claims systems and convert it into intelligence. Similarly, insurers need to understand market trends and extract maximum revenue from sales & distribution channels. This is easier said than done. An information mining exercise of this nature typically requires significant additional man hours, thus increasing costs and shrinking profit margins. BI in a Box enables insurers to make informed decisions quickly.

Insurers are not only able to track performance of key metrics, through the efficient drill-down mechanism, they can also determine bottlenecks without investing critical man-hours investigating relevant transaction details. Apart from generating automated alerts on customized business rules, the Insurance dashboard comes equipped with an integrated issue tracker mechanism, which enables managers to conduct instant follow-ups on any areas of concern discovered during their analysis.

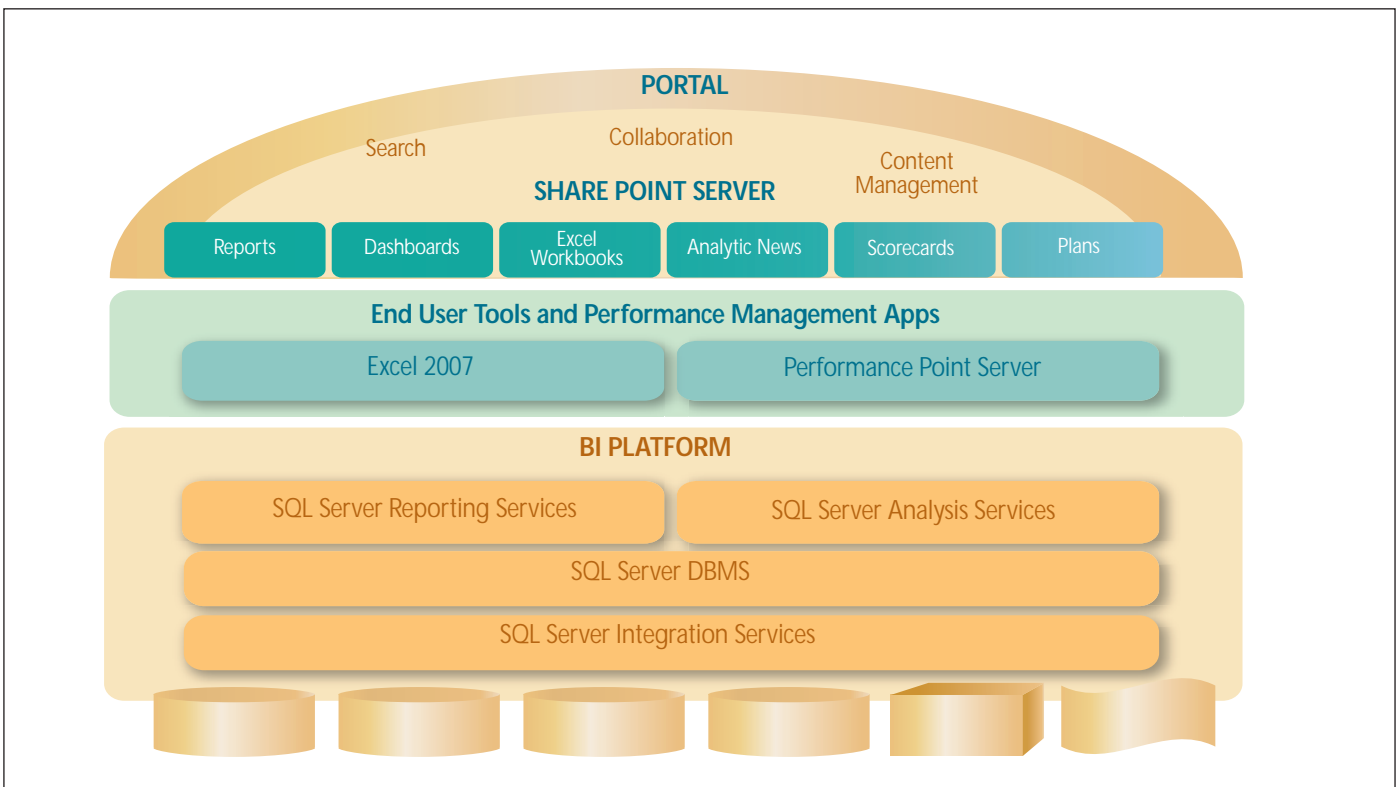
To implement best-of-breed performance management applications, end-user tools and portal capabilities, the insurance dashboard uses standard Microsoft foundational software. This greatly enhances the ease of implementation of the solution and integration with Microsoft Excel and PowerPoint, enabling quick export of reports, dashboards and scorecards.

**Features and Benefits**

- Multidimensional perspective of the key performance measures thus enabling users to assess them individually against the targets set for each dimension (e.g., duration, line of business, product type, claim type and geography).
- Industry standard Key Performance Indicators and Metrics to Plan-Track-Monitor performance efficiency.
- Slice & Dice Scorecards and Analytical Reports with multi-level drill-down to Operational data.
- Easy configuration of dashboards and reports to suit the need of your claims business unit.
- Integrated with alert mechanism for business exception management.
- Built-in insurance data model covering all aspects of P&C claims and Life insurance sales & distribution functions.
- Dashboards and scorecards can be customized based on user function and role.

- Rapid implementation methodology to offer top ROI.
  - Technology agnostic.
  - Easy to use framework to handle customization to company's data structure.
  - Ease of integration with any kind of source application.
- Benefits of the Overall Insurance Suite

- Multidimensional perspective of key insurance performance measures pertaining to claims, for P&C insurers, and sales & distribution for Life insurers.
- Scalable to meet the requirements of all business areas of the insurance domain.
- Scenario planner helps users better assess their business/operational planning by evaluating various customized what-if scenarios.
- Customers can rely on the strength, accuracy, and efficiency of Microsoft Office System (2007) and Microsoft SharePoint® Server 2007
- Plans for the Insurance Dashboard solution include migration to SharePoint® Server 2010 in Q3 2010.
- Through the integration of PowerPivot Management Dashboard, users will gain the power to drill into any aspect of their business and compress decision cycles to gain deeper insight.



## About Cognizant

Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services. Cognizant's single-minded passion is to dedicate our global technology and innovation know-how, our industry expertise and worldwide resources to working together with clients to make their businesses stronger. With over 50 global delivery centers and more than 68,000 employees as of September 30, 2009, we combine a unique onsite/offshore delivery model infused by a distinct culture of customer satisfaction. A member of

the NASDAQ-100 Index and S&P 500 Index, Cognizant is a Forbes Global 2000 company and a member of the Fortune 1000 and is ranked among the top information technology companies in BusinessWeek's Hot Growth and Top 50 Performers listings.

For more information on how to elevate your business results with Cognizant, contact us at [inquiry@cognizant.com](mailto:inquiry@cognizant.com) or visit our website at: [www.cognizant.com](http://www.cognizant.com).

## About Microsoft

Microsoft's mission is to enable people and businesses throughout the world to realize their full potential. Since its founding in 1975, the company has worked to achieve its mission by creating technology that transforms the way people work, play, and communicate. Microsoft develops and markets software, services, and

solutions that deliver new opportunities, greater convenience, and enhanced value to people's lives. Microsoft does business throughout the world and has offices in more than 100 countries.

To learn more, visit our Web site at [www.microsoft.com](http://www.microsoft.com).

## Cognizant's Content Management and Portal Technology Practice

Cognizant leverages its rich application development and management expertise and R&D savvy to build extend the functional capabilities of portals and content management systems to meet clients' specific business needs. Cognizant's Content Management and Portal Technology practice provides consulting and implementation services that will allow clients to smoothly transition to Web-based systems and solutions, like SharePoint, to address ever-changing business needs. For Microsoft Office SharePoint Server, Cognizant offers its MOSS Lifecycle services for the end-to-end deployment of corporate

portal and content management solutions. We have capabilities across all aspects of corporate portal development and implementation, including front-end, back-end, communications, and training. Cognizant leverages its experience in industry-specific business processes to customize the Microsoft Office SharePoint Server platform to meet the individual business requirements of its clients. Moreover, Cognizant's four-phased deployment approach ensures that business requirements and user needs are met and that business impacts are identified early and mitigated.