

Business Information Management for Insurance

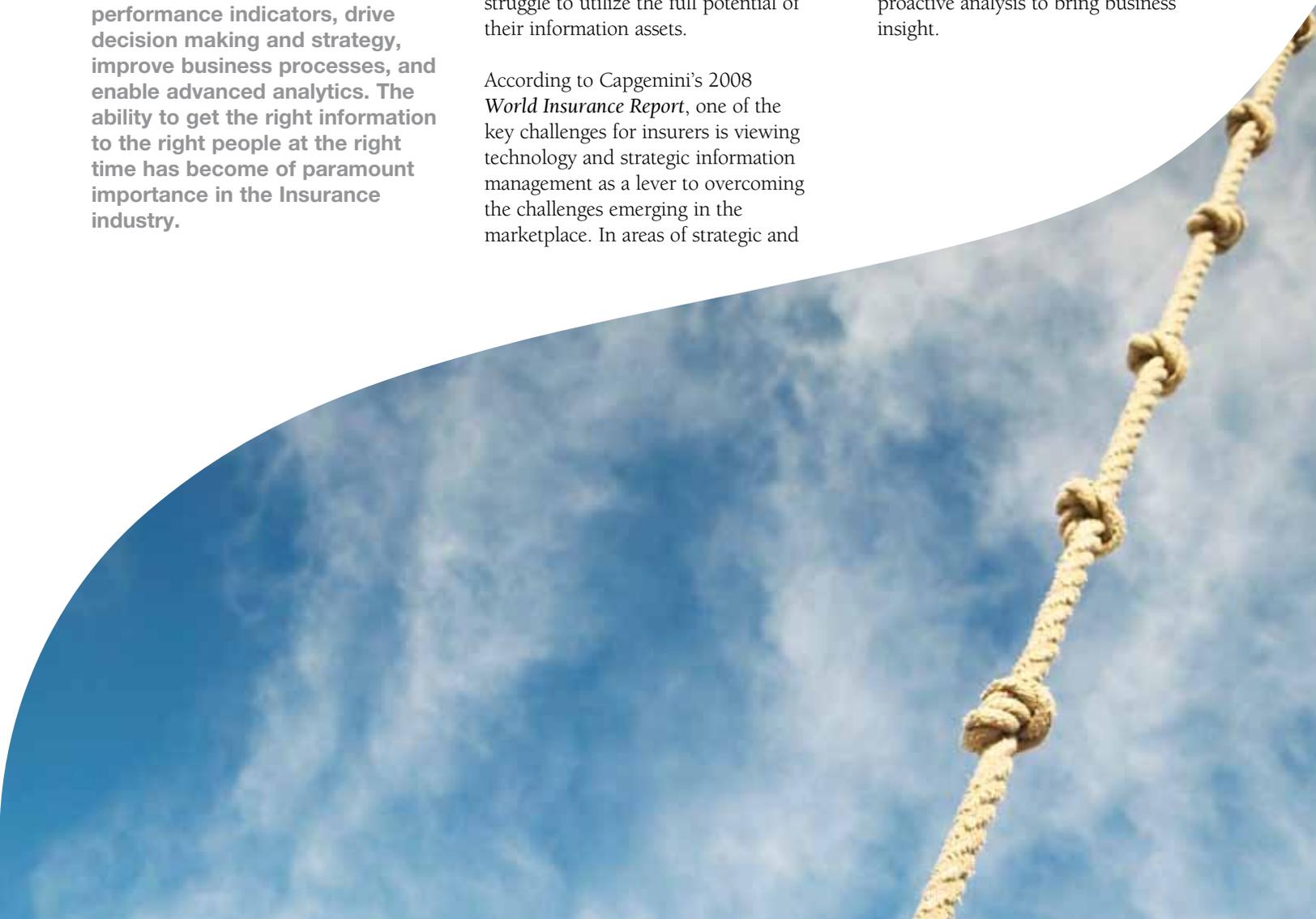
Enabling analytics and business insight

Insurers today realize the potential of their data and are eager to optimize the use of this information to deliver key performance indicators, drive decision making and strategy, improve business processes, and enable advanced analytics. The ability to get the right information to the right people at the right time has become of paramount importance in the Insurance industry.

Most insurers have yet to harness the full potential of their data. Some are continuing to rely on legacy mainframe transactional systems to run their businesses, while others have upgraded to state-of-the-art operational systems. But both face the same issue—they struggle to utilize the full potential of their information assets.

According to Capgemini's 2008 *World Insurance Report*, one of the key challenges for insurers is viewing technology and strategic information management as a lever to overcoming the challenges emerging in the marketplace. In areas of strategic and

operational decision-making, carriers spend too much time determining what *happened* when instead they should be focusing on what *is happening* and what *will happen*. In addition to traditional management and performance reporting, Capgemini helps insurers enable proactive analysis to bring business insight.



To leverage information to promote efficiency, optimize effectiveness, and realize competitive advantage, insurers must:

- View information as a strategic asset
- Structure and organize information effectively
- Empower resources, such as governance and stewardship organizations, to effectively manage and analyze information
- Deploy systems that integrate the use of analytics in decisioning

QUICKLY REALIZE THE POWER OF YOUR INFORMATION

Capgemini helps insurers by leveraging proven solution accelerators which can provide cost and timeline savings, lower delivery risk and better engage stakeholders.

Policy Metrics & Reporting

Carriers often use multiple, disparate systems to capture the various stages of the policy lifecycle, resulting in fragmented reporting. Capgemini can provide accelerators to create a single view of policies:

- **Logical policy reporting model** to translate data from the highly-normalized data models of best-in-class transactional policy systems to a dimensional model optimized for summary and drill-down reporting.
- **Sample metrics and reports**, based on the reporting model, that represent industry best practices in common areas such as policy renewal or referral tracking.
- **Business rules and transformation logic** to combine data from multiple legacy systems for a consolidated view.

Claims Operational Reporting

Insurers are moving from the traditional focus of claims leakage by mediation stage to an emerging focus on effectiveness based on premium structure, litigation management, fraud identification and pursuit, vendor management, and recoveries. Effective reporting and analytics can enable more consistent and cost effective claims processing through more accurate reserving and better claims settlement. Capgemini provides core metrics to address these areas through:

- **Logical claims reporting model** that can be physically implemented on various database technologies as-is or as a staging area for a data warehouse.
- **Sample reports**, based on the reporting model, that can be used as an initial basis for requirements gathering with stakeholders and users and enhanced to meet specific client needs for market, goals, and volume.



- **Business rules and transformation logic** that can be implemented or leveraged from existing ETL routines and stored procedures on various ETL platforms.
- **Reusable testware**, including use cases, use case models, test scenarios, test cases and test data.

Loss-Based Pricing

As the insurance industry enters a soft market, carriers will focus on premium and market share preservation. Growth will be opportunistic in segments with sufficient premium for mutually beneficial terms and conditions. Capgemini has helped insurers leverage information to:

- Segment customer groups based on needs, risk priorities, market trends, and behaviors.
- Better understand policy lifecycle events as core indicators.
- Identify loss predictors to improve pricing, terms, and conditions.
- Effectively detect fraud.
- Retain premium by focusing on customers where sufficient price for adequate terms are available and increasing penetration through cross-sell and up-sell.

Legacy Data Conversion

Many insurers are taking advantage of best-in-class systems and transitioning from legacy mainframe systems. Data conversion projects typically represent a significant risk because they are all different, difficult to gauge, time consuming and unfamiliar to IT staff since conversions are not performed frequently by most organizations. Capgemini's conversion services offer a time-tested, insurance-based solution that reduces risk. We can help you complete conversions faster with higher quality and at a lower cost.

We leverage reusable components and utilize our proprietary conversion methodology and automated tools, built from a significant history of insurance data conversions that span most product types and software packages.

- A holistic approach to analyzing, understanding, scrubbing and converting all required data.
- A validation process where data is verified to be correct as it passes thru many steps required during our conversion process in order to guarantee accuracy.
- A robust reporting component that lets us track data thru each processing step.
- An integrated notebook component which stores notes, comments and general documentation so all important business decisions can be recorded for auditing and control throughout the entire lifecycle of the data conversion project.

Capgemini helps mitigate risk through experience, planning, governance and process, including the ability to secure NDAs from other system vendors.



To help insurers with significant information management, delivery and analytics initiatives, Capgemini provides a Strategic Information Management Roadmap engagement that typically takes four to six weeks and provides you with an optimal end-state information management blueprint, a roadmap for implementing the blueprint, and a business case that ensures ROI and proper alignment with business objectives.

We are staffed with senior, experienced subject matter experts and utilize globally diverse project teams through our Rightshore® model which lets us provide the right people with the right skills at the right location to support your project. Our offshore Insurance Center of Excellence has thousands of experienced consultants with highly secured connectivity. By using Capgemini for data conversions, you can focus your staff on mission critical activities.

MAKING STRATEGIC INFORMATION MANAGEMENT YOUR REALITY

Capgemini maintains significant differentiators in insurance information management implementations:

- Deep domain knowledge, demonstrated through our recommendations and best practices for metrics and KPIs from procure to pay.

- Support in establishing the business case to maximize ROI of information assets.
- Industry-leading tools and techniques in the areas of data governance and stewardship, metadata management, and data quality.
- Proven delivery experience in the complexities of policy and claims operational systems.
- Extensive business information management capabilities to handle the challenges that arise from high data volumes.
- Rightshore® global delivery model which provides both domain and systems expertise.

For more information, contact us at insurance@capgemini.com.



About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-

focused methods and tools. Capgemini utilizes a global delivery model called Rightshore® which aims to offer the right resources in the right location at competitive cost, helping businesses thrive through the power of collaboration.

Capgemini employs approximately 92,000 people worldwide and reported 2008 global revenues of 8.7 billion euros.

More information about our services, offices and research is available at www.capgemini.com.