

Power to the People! Empower Business Owners *with* the Latest Analytics Tools

Insurance managers must make decisions affecting business performance faster than ever before. They may have access to a mountain of data, but precious little of it is actionable business intelligence. Few managers can quickly aggregate, review and analyze that data.

Instead, they must rely on labor-intensive processes that are out of their hands. Someone else must extract the data from various administration systems and build custom analytical reports. Requests for new reports can be backlogged for weeks — if they ever make it onto the IT priority list at all. Alternatively, you can manually crunch the numbers in spreadsheets but it's a slow and tedious task for decision makers who want to continuously monitor business performance.

"To conserve resources and grow your business, you need a clear understanding of how your business is performing — and why," said Michael W. Risley, president of CSC's Life and Annuity Division. "If you don't monitor your performance indicators now, you won't see trends in time to act upon them."

See Your Business More Clearly

CSC has introduced Business Analytics, a packaged business intelligence solution that gives business decision makers the power to access data quickly and turn it into actionable business insight — without burdening IT staff. Through Business Analytics, you can access valuable data independently, monitor business results and analyze the underlying factors driving them.

Using interactive sliders, filters and gauges, managers can track key performance indicators (KPIs) with dashboards that instantly identify positive and negative trends. To understand what drives performance, simply drill down to reveal the specific data points affecting the outcome, such as products, agents or policies. Ad hoc reporting and analysis tools help answer critical questions and analyze trends as they arise.

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MICHAEL W. RISLEY,
President, CSC's Life and Annuity Division

Use Insurance-Focused BI Tools

"With so many unanswered questions hanging over the market, corporate accountability is requiring the highest levels of transparency and understanding. They're essential for growth as well as regulatory compliance," said Darren Klauser, vice president of systems and software application development for CSC's Life and Annuity Division. This is why Business Analytics is now embedded into CSC's policy administration and compensation systems, including CyberLife®, VANTAGE-ONE®, Wealth Management Accelerator™ and PerformancePlus®.

These systems now support advanced analytics using a CSC data mart based on market-leading BI technology in SAP® BusinessObjects™ XI solutions. Unlike standalone BI tools, Business Analytics unlocks the data from CSC's systems and turns it into dynamic, interactive reports and dashboards to help answer your insurance-specific management questions at a glance.

Sharpen Your Reporting

CSC's deep understanding of the industry and the systems that support it lets us focus on your KPIs and advise you on every aspect of designing, implementing and supporting reports and dashboards for your specific needs. Our consultants also can help you determine the best approach to managing data, setting up the system and fine-tuning it as conditions change. Clients also get the support of a dedicated Business Analytics community on CSC's Wikonnect, the industry's first and largest business-to-business social networking site.

Put the power of analytics in the right hands.



For more information, visit:
www.csc.com/baforlife