

# BUILDING A BRIDGE TO YOUR DATA

## Carriers Focusing on Unlocking System Silos and Third-Party Sources

Today's large, multiline carriers face a daunting job when it comes to sourcing, organizing and analyzing data. To pull data from multiple legacy systems, IT organizations need specialized database administration and system integration skills, as well as an intimate understanding of the underlying systems. Most carriers struggle to integrate their own data — not to mention additional third-party data for credit scores, claim history and fraud analysis.

"The problem facing most organizations is a lack of the basic data management infrastructure. You can't drive across a bridge that's not built," said Rich Carreau, global chief technology officer of CSC's Financial Services Group.

The economic slowdown has delayed most business intelligence projects by at least a couple of years, according to Carreau. Now that the industry is adding to its discretionary budgets — and intensely focusing on business intelligence initiatives — it's time to take an enterprisewide approach to these new initiatives.

"Ultimately, you're going to need to reconcile and integrate siloed application data across organizational boundaries and make it flexible to integrate external sources," he said. "You need a comprehensive data model to navigate the company roadmap. Without it, you are driving blind. With it, you can examine your company's data from multiple dimensions. For example, how can my claims results improve underwriting insights and quality? What about tiered services to boost distributor performance and loyalty? What's the best way to micro-segment my pricing structure and then, once on the book, measure profitability of those risk classes?"

### Insurance Industry Data Model

After more than 30 years of experience with insurance systems, CSC has designed a logical data model specifically for business insights in the modern insurance business. CSC's Insurance Industry Data Model (IIDM) quickly creates a framework that unifies multiple sources of company and third-party data, and organizes it into insurance-specific domains or subject areas.

A logical abstraction of insurers' enterprise data, the IIDM has already been licensed by carriers in North America and Asia. It organizes and defines data relationships for all lines of business across geographies, languages, currencies, distribution channels and financial rollups.

"Our view of the data structure is expressed in insurance terms that are recognizable throughout the global industry," said Carreau. The IIDM is structured into nine flexible subject areas that can be used separately or in concert, allowing insurers to focus on their priorities and roll out additional subject areas in a phased manner. These subject areas include:

- Foundation – currency, geography, language, metadata, policy, party, product
- Basic – billing documents, ceded reinsurance, regulatory, group coverage
- Life Insurance, Annuities and Pensions – coverage, benefits, customer funds
- Property and Casualty/General Insurance – insured object, coverage, risk, rating
- Claims – loss, recovery, litigation
- Activity – financial, non-financial, operational
- Capital – general ledger, banking, investments
- New Business – applications, marketing, underwriting
- Distribution – commission, compensation, appointments.

"It's designed to work with multiple insurance operations, following best-practice iterative development methods. For example, you can start out with one focus area such as how to improve the claims settlement process, and later expand to other areas such as channel performance or customer retention," Carreau said.

Few companies are in the position to provide an insurance services-specific data model. "The advantage CSC brings is our knowledge of insurance administration and third-party data integration, as well as our real-world industry experience," Carreau added.



To learn more about CSC's Insurance Industry Data Model and business intelligence practice, visit [www.csc.com/InsuranceOptics](http://www.csc.com/InsuranceOptics).