

# BUSINESS ANALYTICS

SEE YOUR BUSINESS  
MORE CLEARLY



CSC

AN INSURANCE OPTICS SOLUTION

# SEE YOUR BUSINESS MORE CLEARLY



## MAKE BETTER DECISIONS FASTER

Your business managers are inundated with data. How easily can they see trends in your data and uncover true business insight? When critical strategies, decisions and corrective actions require a swift response, sifting through reams of data wastes precious time.

CSC's Business Analytics software and services help you quickly access valuable data, monitor business results and analyze the underlying factors driving them. Using interactive sliders, filters and gauges, you see your business more clearly with a dashboard that instantly identifies positive and negative trends. To understand the drivers, simply drill down to reveal the specific data points affecting the outcome, such as products, agents or policies. Ad hoc reporting and analysis tools are available at your fingertips to answer critical questions and analyze trends as they arise.

Traditional business reports designed by IT professionals are often static and simply aggregate an application's data. They may provide good operational information, but they have limited value to an executive leading an organization. Ad hoc analysis tools and dashboards, on the other hand, help you monitor and analyze key performance indicators (KPIs) to solve specific business problems.

## UNCOVER KEY TRENDS FROM YOUR DATA

You can use Business Analytics to uncover underperforming market segments and focus on opportunities for additional revenue. Likewise, unusual trends in lapses or surrenders can be easily identified and analyzed for root causes. These are just a few of the ways Business Analytics can help you reveal the value in your data to identify and address emerging trends throughout your enterprise.

Business Analytics can help you:

- Link measurements to strategy and drive desired results
- Reveal powerful information in your data
- Discover trends and proactively address them
- Identify performing and non-performing products, market segments and producers
- Find underserved market segments
- Retrain or reallocate resources
- Improve your service model
- Track key metrics to improve operational performance.

## AT A GLANCE

Make Key Information Available to Business Decision Makers

Quickly View Reports and Drill Down for Further Insights

Track Key Indicators with At-a-Glance Dashboards

Turn Data into Useful Information

Unlock Hard-to-Reach Data from Your Administration Systems

Relieve IT Staff from Laborious Data Retrieval and Report Creation

## GET SUPPORT FROM ANALYTICS EXPERTS

CSC's Business Analytics consultants can help you determine the best approach to managing your data, setting up the system and fine-tuning it as conditions change. Our consulting services include building, implementing and supporting your reports, analyses and dashboards as well as training and helping you select the right KPIs. In addition to our consulting services, Business Analytics provides CSC metadata delivered in a user-friendly BusinessObjects Universe. And you can also access the Business Analytics community on CSC's Wikonnect, the insurance industry's first business-to-business social networking site – with more than 10,000 members.

We will work with you to build a data solution that meets your operational and executive-level business needs. You can expand the scope of your Business Analytics license beyond CSC's systems to include data stored in other systems or a data warehouse, giving you the information to better manage your entire organization.

## MAKE GAME-CHANGING DECISIONS

Analytics and dashboards help you monitor operational conditions, portray data visually and understand the factors driving your business results. Business Analytics has the unique power to reveal underlying trends and create many "Aha!" moments for your organization.

Most importantly, the analysis can be done quickly by business users without burdening your IT staff to perform labor-intensive extracts and manual analyses. Find out how CSC can help you access your critical data, gain business insight and support game-changing decisions.

For more information about CSC's Business Analytics software and services, call 800.345.7672 or send an e-mail to [inforequests@csc.com](mailto:inforequests@csc.com).

## CSC'S PARTNER SAP BusinessObjects

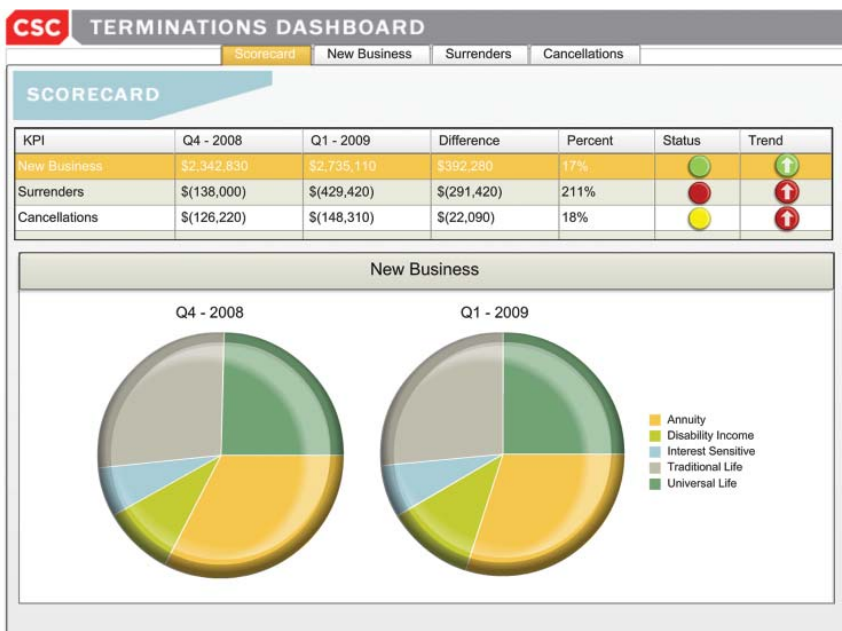
CSC's Business Analytics software and services are based on SAP® BusinessObjects™ XI solutions. Together, we bring the power of the world's leading business intelligence technology to the insurance industry.

## AN INSURANCE OPTICS SOLUTION

CSC's Insurance Optics™ is a suite of software and consulting services that support business intelligence and enterprise financial risk analysis.

Insurance Optics solutions include Business Analytics, Financial Risk Intelligence, and Business Intelligence consulting services to help insurers gain insight from data, drive change and manage financial risk and exposure.

Dashboards help monitor and predict changes in your business. Users can drill down into each component and explore deeper levels of detail.





**BUSINESS SOLUTIONS**  
**TECHNOLOGY**  
**OUTSOURCING**

## **WORLDWIDE CSC HEADQUARTERS**

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## **ABOUT CSC**

The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For more than 45 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

## **ABOUT CSC IN FINANCIAL SERVICES**

CSC provides mission-critical business solutions, consulting and outsourcing services to leading financial services firms around the world.

We bring more choices to the industry. We help clients plan for business and technology change. We create software, tools and processes to address specific business needs, and we continually enhance those solutions by collaborating with an extensive network of client communities and technology partners.

Our global outsourcing operations give us real-world insight into business and IT processes that deliver the best results for our clients. More than 1,200 major banks, insurers, and investment management and securities firms rely on the experience, ingenuity and leadership of more than 10,000 CSC employees focused on financial services.

**[www.csc.com](http://www.csc.com)**