

Regional insurance provider sees increased profitability with ibi™ and IBM Z

Customer Profile:

Covering more homes and autos than any other insurer in its region, this insurer is the state's largest writer of individual life policies.

Challenge

The insurer needed better access to data and improved reporting capabilities for a clearer view into its operational performance and financial metrics. They required the ability to bring data from their IBM Z platform into their analytics tool.

Solution

ibi devised a cohesive enterprise BI strategy leveraging the analytics tools in the ibi portfolio in conjunction with IBM Z data to take advantage of new features and opportunities to combine data from a variety of databases—presenting their findings in the form of dashboards, strategic scorecards, and user-friendly interactive reports.

Benefit

Now, staff members work more efficiently with a complete set of data that is readily available and easily accessible. Streamlined reporting processes provide real-time data, drill-down functionality, and ad hoc capabilities, helping to maintain excellent customer service and profitability.

“We desperately needed real-time data for predictive analysis. The analytics platform provided by ibi gave us the tools we needed to modernize our use of IBM Z data and bring information into our analytic tools. It all translates into value for policyholders and a competitive edge for the company.”

Vice President