

Objective:

To enhance the company's decision-making processes. Critical information previously contained in back-office systems will be made available to business users in a dynamic, user-friendly and effective manner.

Osiguranje Zagreb requires a data access and analytical solution that will

- provide faster access to critical business information,
- reduce time and the manual process involved in extracting data and turn it into usable information and
- provide a dynamic and feature-rich end-user experience based on state-of-the-art analytical capabilities.

Solution:

A functional, integrated data access and analytical solution providing accurate, up-to-date and reliable business and customer intelligence.

Results:

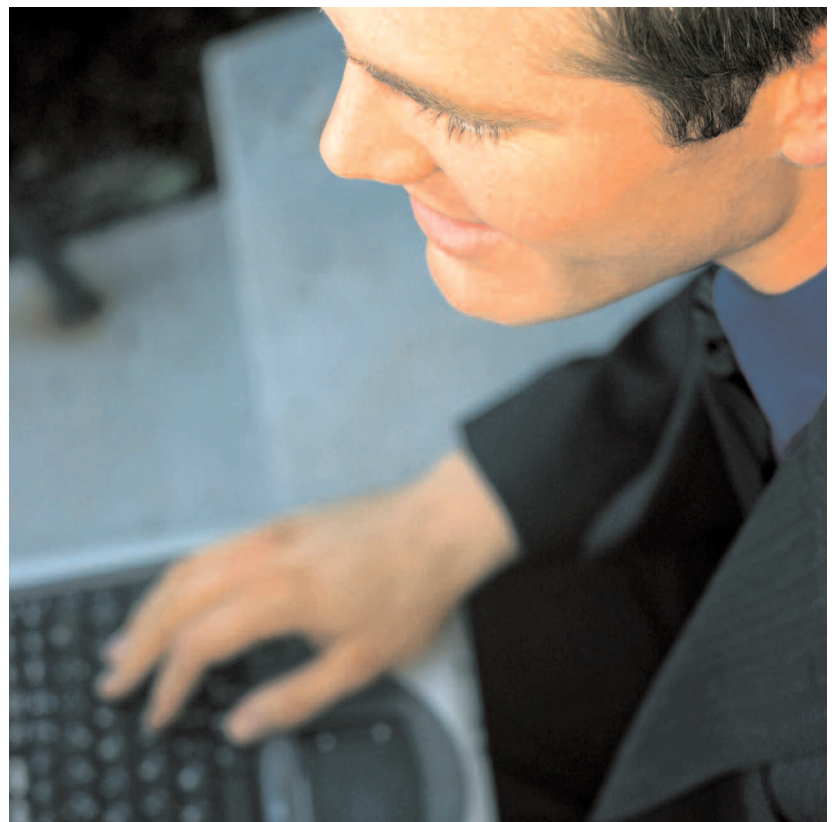
- Information previously contained in static reports can now be accessed online.
- Users can create their own analytical views without engaging IT departmental services.
- Management control activities have been streamlined so that budgets can be maximised and results optimised.
- Increased customer profitability is provided through identified cross-selling opportunities.
- Faster reaction times to changes in market conditions.

Key Numbers:

- 20% of actuarial time freed for higher-value activities.
- 370 man-hours in IT saved per year.
- Report time reduced from two days to 45 minutes.
- 120% return on investment expected within the first 24 months.

Profile in Success: **Osiguranje Zagreb**

How Osiguranje Zagreb conquered the challenge of customer intelligence

**Client background:**

Osiguranje Zagreb is one of Croatia's largest insurance companies providing both life and general insurance. The company has branch offices throughout the country and uses the services of independent agencies and agents.

The Croatian insurance market is intensely competitive with around 25 companies fighting over a limited insurance portfolio. The competition is becoming stronger and more international, forcing companies to become more innovative and efficient to maintain their competitive advantage. In recent times, Osiguranje Zagreb management became increasingly aware of shortcomings in the company's reporting and data analytics process.

With one database used for every transaction, some reports were taking days to process and blocking IT department resources. If a report required further analysis, there would be another time delay. Collating the information an insurance company needs to be reactive, meet customer needs, assist cross-selling and increase profitability was becoming a problem.

The waiting game

The analysis of data is at the heart of Osiguranje Zagreb's business operations. This has been done using static reports that have two distinct functions: one for pure transactional reporting, e.g., how many individual policies a particular branch sold today; the other for the creation of analytical views, e.g., comparing the number of life insurance policies sold in one year against that of another. Around 90 of these reports have been used on a regular basis and another 500 reports were available to users. Many of these have been used just once in answer to a specific analytical need not covered by the regular reports.

Until Cincom arrived, all of these reports were processed from the live production data on Osiguranje Zagreb's transactional database. Not only was this frustrating and impractical for the report user, it created further delays down the line to other IT users. The end result was that staff was either unable or deterred from asking for reports as often as they needed or wanted. So that business decisions were inevitably delayed.

"Now we can save time with precise targeting."

– Dubravka Zoricic, CEO

The time saver

Cincom and Osiguranje Zagreb identified the need for the company to evolve its existing reporting and business-analysis methods. To achieve this, the time and manual processes involved in extracting and preparing information had to be reduced. It also had to be coupled with a more powerful and feature-rich end-user experience. Through a dedicated analytical solution, Cincom has

- eliminated the need for the transactional system to provide expensive, time-consuming reports,
- allowed users to perform analytical tasks directly on their desktops,
- freed 20% of valuable actuarial time for higher-value activities and
- saved 370 man-hours per year spent by IT in producing reports.

"We're more than satisfied with the results so far, and we expect even better results in the future."

– Ana Topolovec, Actuary



When two days work became 45 minutes

Marko Haramija is an Osiguranje Zagreb actuary. He's a busy man and only saw a brief demonstration of the Cincom solution before he started using it. One of his first tasks with the solution was to compare Osiguranje Zagreb's first-quarter, third-party liability sales with that of the previous year. This needed to include the sales of the top ten agencies and their agents. With the old system, 10 individual reports for each calendar month would have to be produced, so a total of 30 would be required for the quarter. These 30 reports would then have to be transferred manually to Excel for analysis.

So under the old system, Marko would be looking at two days' work. With the Cincom solution, the task was completed in 1/60th of the time – 45 minutes.

"It's totally user-friendly and nice to work with."

– Marko Haramija, Actuary

Tomorrow

Osiguranje Zagreb's new integrated data access and analytics solution is the first stage of a complete sales and marketing solution that Cincom is implementing for the company. Two more stages will follow shortly providing specific solutions aimed at further helping Osiguranje Zagreb's marketing and sales and actuarial functions.

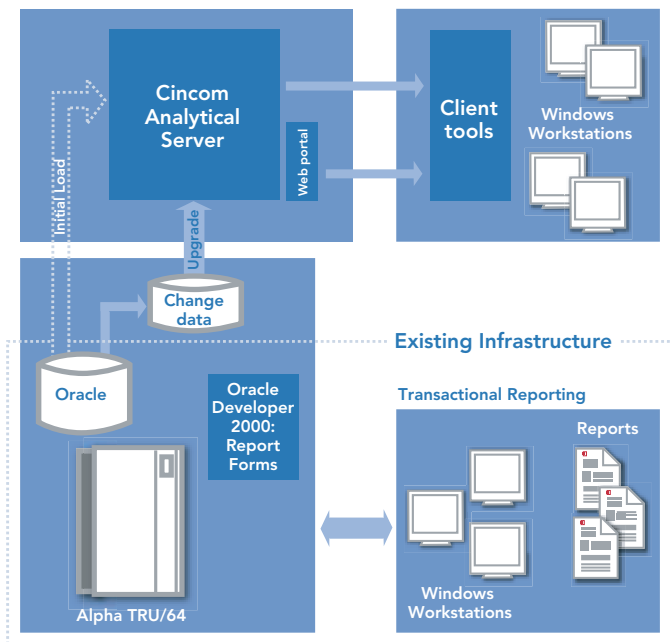
With these systems in place, Osiguranje Zagreb can look forward to the following additional business benefits:

- More efficient information analysis to make better use of staff resources
- New views on data providing a direct impact on revenue production and cost reduction
- Time savings in data collation for analysis
- Increased profitability through improved profitable customer identification and targeting

"We've already started to improve our sales and marketing decisions."

– Dubravka Zoricic, CEO





Turning data into valuable customer information

The solution Cincom has implemented for Osiguranje Zagreb brings the company's data into one place, a data cache, where it is structured for analytical purposes. A set of specially designed analytical tools allows this data to then be reorganised into multi-dimensional data cubes. These can "slice and dice" the data so that different sets of data can be analysed and emerging patterns identified. These data sets can be drilled through right to the lowest level of information held in the cube. Users select the information they're interested in and then see all of the data that relates to this. And they can do this there and then – at their desktops.

"Using the system, highlights areas where I can improve my work."

– Jasmina Janic, Actuary

Cincom's analytical solution:

- Provides a single, up-to-date view of enterprise information
- Allows different sets of data to be analysed dynamically and emerging patterns identified
- Presents information in a graphic, easy-to-understand way
- Puts the analytical capabilities in the hands of business users, empowering them to act in real time and respond to market changes

"We look forward to having a user-friendly solution for planning and running campaigns."

– Dubravka Zoricic, CEO

Why Cincom?

High value

Information is essential to Osiguranje Zagreb's business. The company now has access to the information it needs to achieve its business objectives – at its fingertips. Instead of waiting days for some reports to be processed, the same information can be compiled in under an hour. Data can be looked at from a different perspective at the desktop without restarting the reporting process. Customer information is more extensive and more accurate, resulting in sales and marketing campaigns that are more focused, improving results and cutting down on waste.

Low cost

For Osiguranje Zagreb, Cincom's purpose-built solution has proved to be exceptionally user-friendly. The staff's training requirements have been minimal. In fact, for some individuals, a simple demonstration has proved to be all that was necessary. The solution is separate from Osiguranje Zagreb's core legacy systems so that disruption to business and IT resources during installation was minimal.

Rapid ROI

Now that accessible and accurate information is readily available, the company is more reactive and able to make better business decisions. Greater customer understanding offers cross-selling opportunities with commensurate increased customer profitability. Problems such as sales shortfalls can be identified within hours so that corrective measures can be taken. With the system's time-saving benefits, the staff now has the capacity to expand their output into more profitable areas. In pure financial terms, Osiguranje Zagreb stands to obtain a 120% return on investment within 24 months.

Low risk

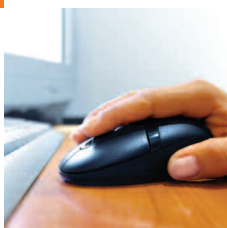
To resolve their information and business-analysis needs, Osiguranje Zagreb chose a company with more than 35 years of proven customer success. Now that the sales and marketing solution infrastructure is in place, the solution is in the process of being expanded to benefit the entire business, particularly the sales and marketing departments. As with all Cincom solutions, these additional components will benefit from Cincom's comprehensive customer support.

"Cincom is always open for questions. Communications are easy."

– Ana Topolovec, Actuary

*"Our employees will
have more time to do
the job instead of
wasting time finding
information."*

– Jasmina Janic, Actuary



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