

Introducing Insight Decision Solutions

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Insight Decision Solutions Inc.

Introduction

Insight Solution
System Demo
Conclusion

- Founded in 2000 following a successful in-house insurance analytics project including a data warehouse
- Provides analytical tools and processes to the Insurance Industry
- Staff have both technical and insurance experience
- Founders
 - Kevin Pledge FIA, FSA
 - John McGarry PhD



Business Intelligence
Data Management Solutions
SOA and Business Process
Security Solutions



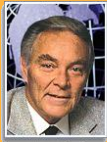
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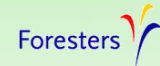
Featured on



WORLD BUSINESS REVIEW
With Host
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About Us

- Focus 100% on insurance
- Projects cover wide range of BI activities
- Business includes
 - Life
 - Group
 - Fraternal
 - Critical Illness
 - Disability Insurance
 - Long Term Care
 - Medicare Supplement



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Typical Issues

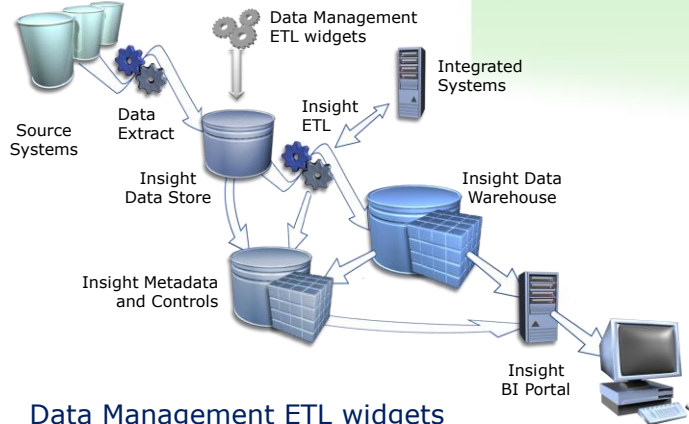
- Too much data, too little information
- Insufficient detail in reports and analysis
- Time intensive reconciliation
- Silos of information
- Inconsistent definitions across departments



Our solution to this is a comprehensive reporting and analysis system, built on a data warehouse framework

Insight Overview

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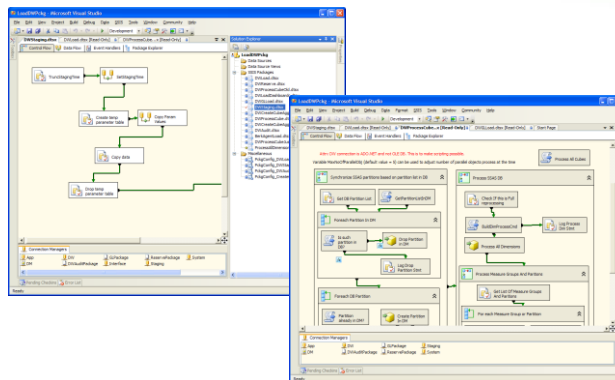


Data Management ETL widgets allow for data challenges unique to each client – open for client use or applied as update

Infrastructure – ETL

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- Extraction Transformation and Loading
- Graphical, easy to follow



Infrastructure –Data Warehouse

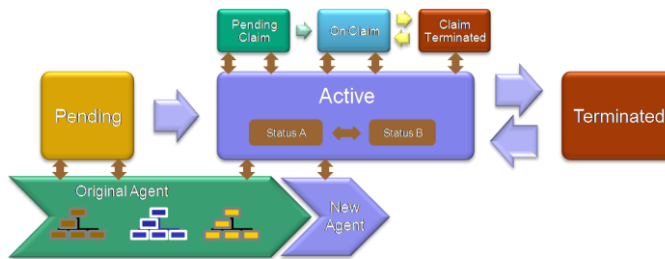
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- SQL Server DB SQL Server Analysis Services 2008
- Unique temporal (Multi-state) business model
- Integrated applications
- Open well-documented data structure



Infrastructure – Interface

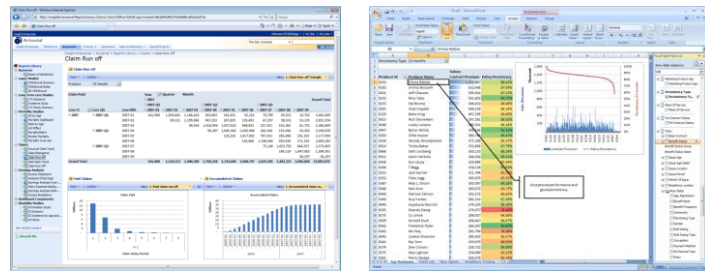
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- SharePoint 2010
 - Fast becoming standard portal service
 - Customized report menu / BI template
- Excel
 - Customized menu
 - SharePoint Integration



Applications - Operations

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- Policy Analysis
 - Policy Profile
 - Policy Event
 - Policy Movement
 - Policy Transaction
- Application Analysis
 - Application Profile
 - Application Event
 - Application Movement
- Claim Analysis
 - Claim Profile
 - Claim Event
 - Claim Movement
 - Claim Payment
 - Policy Claim Paid
 - Incurred Claim Paid
- Agent Analysis
 - Agent Profile
 - Agent Event
 - Agent Movement
 - Agent Transaction

All applications are documented and explained in our 400 page Reference Guide

Applications - Finance

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- Fund Analysis
 - Fund Movement
- Reserve Analysis
 - Reserve Profile
 - Reserve Event
 - Reserve Movement
 - Reserve Change
 - Incurred Claim IBNR
- Earnings Analysis
 - GL Income
 - Policy Income
- Earnings Management
 - GL Income Plan
 - Earnings Performance
 - Earnings By Source

All applications are documented and explained in our 400 page Reference Guide

Applications - Studies

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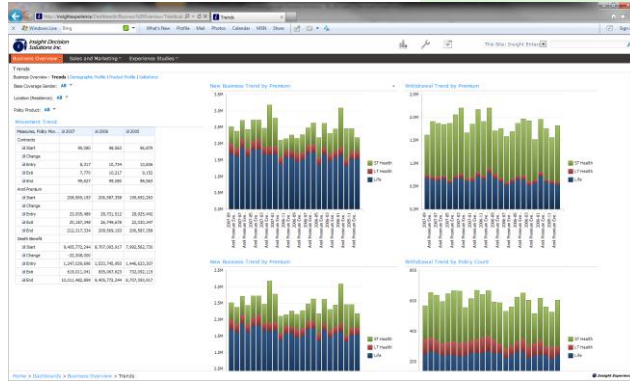
- Policy Studies
 - Policy Persistency
 - Policy Mortality
 - Policy Withdrawal
 - Policy Termination
- Claim Studies
 - Claim Incidence
 - Claim Termination
 - Claim Continuation
 - Claim Transition
 - Incurred Loss Ratio
 - Incurred Claim Cost

All applications are documented and explained in our 400 page Reference Guide



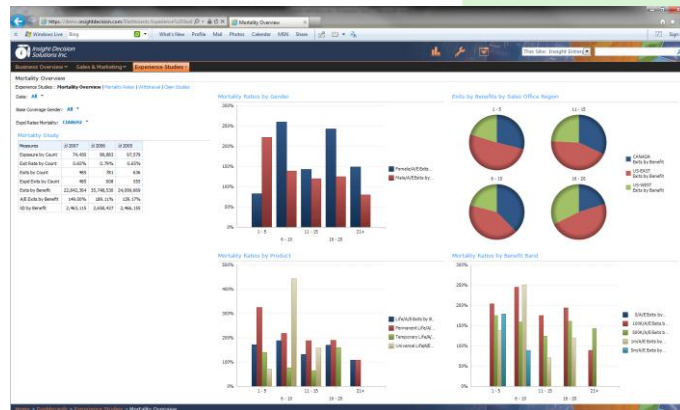
Example Dashboard

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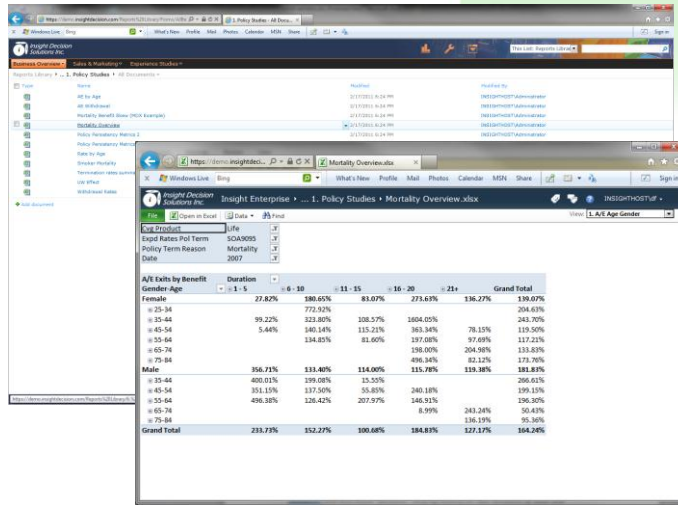
Example Dashboard

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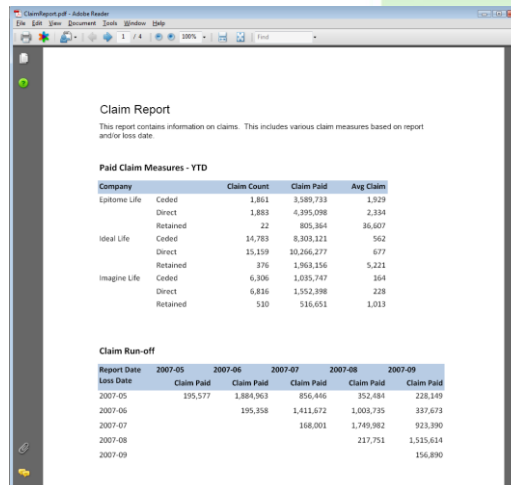
Excel Services Example

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Reporting Services Example

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Summary

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- Comprehensive insurance BI solution:
 - Sales and Marketing
 - Actuarial and Finance
 - Operations
- End-to-end solution:
 - Relational and multi-dimensional DBs
 - Web interface, with OLAP and reporting
 - Integrated ETL



Next Steps

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- Situation Assessment
- User Meeting / Scoping (\$)
- Proposal
- Proof of Concept (\$)
- Phased Project (\$)

Further Information

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- www.insightdecision.com
- Demo
- Literature
 - Brochure
 - Product Guides
 - Technical Guide
 - Reference Guides
 - Papers and Articles
- The Analysis of Insurance Earnings

Architecture

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Appendix

