



SAS® Strategic Performance Management for Insurance

Turning strategy into action for sustained competitive advantage

For today's insurance company, faced with the demands of increased competition, rising claim costs and the collapse of capital markets, it is essential to translate business strategy into actions that can be quickly measured and monitored throughout the enterprise.

But many companies find it increasingly difficult to achieve this goal, given the daunting task of transforming vast quantities of potentially useful data scattered throughout the enterprise into the intelligence that executives need to make truly strategic decisions.

What's more, the common "silo" mindset among business units slows the delivery of information to those who need it, and a lack of clear performance measurements can make it impossible to execute corporate strategy successfully.

When every strategic decision carries the potential to improve a company's profitability, it is vital that the information required for those decisions be both credible and relevant to the unique challenges of the organization.

To maintain a competitive edge, insurers need a solution that will help them execute effective strategies and act "faster and smarter," all while reducing operating expenses. Executives must be able to respond to rapid changes in the marketplace by making confident decisions based on intelligence from across the enterprise.

Getting everyone on the same page

SAS® Strategic Performance Management for Insurance gathers information from various sources

throughout the enterprise and then uses it to provide the performance measures you need to make better strategic decisions and communicate those decisions throughout the organization.

Employing more than a quarter-century of insurance experience through insurance-specific models and key performance indicators (KPIs), SAS Strategic Performance Management for Insurance includes:

- **A map to plan your journey:** A design tool that lets business users define corporate direction and document strategic objectives, measures, targets and initiatives.
- **A compass to keep you on course:** A communication tool that allows you to interact, share results and capture your corporate personality. It includes a Web-based interface with powerful strategy maps, tables, charts, graphs and textual commentary. For the ultimate in personalization, SAS offers the power of a customized user portal. This feature allows you to specify which information and reports you'd like to receive, set personal alert thresholds (such as changes in loss ratio, number of claims paid, policy lapse rates or changes in business across channels and intermediaries) and choose how you'd like to receive your report or alert—whether via e-mail, Web, mobile phone or PDA.
- **A knowledge base to explore new opportunities:** Designed to capture, store and exploit corporate knowledge. The knowledge base gives IT professionals the tools to set up internal communication channels,



simplify, organize and audit every byte of information that flows through your enterprise, at whatever pace your business requires.

- **An enterprisewide business scorecard:** Incorporates insurance-specific KPIs to provide a more strategic, single view of your enterprise to drive the business forward. Prebuilt insurance data models and processes enable our intelligence architecture to pull together the critical information needed from across the enterprise to support key business decisions, allowing you to respond quickly to changing business needs and realize value in each step of the intelligence creation process.
- **An insurance-specific data architecture:** Allows you to quickly organize disparate data sources into a reliable platform for a single version of the truth and effective customer and organizational analysis you can act on.

Comprehensive insurance intelligence

SAS Strategic Performance Management for Insurance is available as a component of SAS Insurance Intelligence Solutions, a suite of software and services that combines award-winning analytic and data warehousing technology with decades of industry experience. Through proven, prebuilt processes, techniques and models, SAS Insurance Intelligence Solutions speed up both implementation and results—yielding significant returns within months, not years.

SAS Insurance Intelligence Solutions provide powerful, integrated intelligence for numerous aspects of your business, including marketing automation, performance management, cross-sell and up-sell, customer retention, customer segmentation and claims prediction.

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS has more than 800 insurance customers worldwide. In all, SAS solutions are used at more than 40,000 sites—including 90 percent of the Fortune 500—to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For more than 25 years, SAS has been giving customers around the world *The Power to Know*®. Visit us at www.sas.com.



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