

REIMAGINING INSURANCE

Powering transformation through innovation and data-driven decisions with SAS®



3 KEY FOCUS AREAS FOR INSURERS

Accelerating digital transformation to be more agile and customer-centric.

Tackling the mounting regulatory and fraud challenges.

Creating more value by optimizing cost management.

DATA INSIGHTS DRIVE BETTER OUTCOMES



- Engage policyholders with personalized services like digital next best offer.
- Build, deploy and maintain analytical models faster and more efficiently.
- Proactively detect and stop insurance fraud with model and data analysis.
- Reduce compliance costs with data consistency, transparency and traceability.
- Reduce policyholder churn and improve persistency rates with digital retention management.
- Ensure accurate regulatory reports with high quality data.
- Consistently meet all CECL and LDTI requirements.



INNOVATIVE INSURERS RELY ON SAS



1,400+

Insurance customers in more than 75 countries



90%

of insurance companies in the Fortune 500 rely on SAS



1976

SAS began helping insurers make decisions using data

ANALYST VIEWPOINTS. THE REPORTS SAY IT ALL.



SAS top-ranked in three **Chartis RiskTech100® 2021** categories, including Risk & Finance Integration, Model Risk Management and IFRS 9. SAS is the only vendor named to the top five every year since the report's inception 15 years ago.



SAS named **best in class: Case Management to Combat Global Fraud and Money Laundering.**



SAS is a **leader in the Magic Quadrant for Data Science and Machine Learning Platforms, Q1 2021.** SAS is the only vendor named a leader every year since the report's inception eight years ago.



SAS is a **leader in The Forrester Wave™: Cross-Channel Campaign Management (EMSS Modules), Q2 2021.** SAS is the only vendor named a leader every year since the report's inception in 2008.

Learn more at sas.com/smbfinserv