



## Business Impact

“With SAS Visual Analytics, we intend to delve into more data in ways that were once unimaginable, to glean unique insights we can use to drive profitable growth.”

**Kimberly Holmes**  
Senior Vice President, XL Insurance

## Challenges

- **Complicated systems.** Current systems are difficult to use, and business users can't easily explore and understand data without first going through extensive data profiling exercises.
- **Trial and error.** There's no way to quickly generate and explore visual patterns in data, and because of the time it takes for basic data exploration, business users often resort to trial and error when trying to define areas for further analysis.
- **Data volume and complexity.** Due to the volume and complexity of the data, it takes a lot of time to understand and process information, which results in delays in reporting or information sharing.
- **Limited IT infrastructure.** Limitations in the current infrastructure prevent analysts from accessing the data they need for analytic purposes.
- **Lack of information sharing.** Not only is it difficult to generate reports that are meaningful and useful, but even when such reports exist, it's hard to get them into the hands of those who could use them.

## How can we visually explore *all* our data and make analytical insights available to a broader class of users?

### YOUR GOAL: Analyze and visualize data sets of any size

Insurers are struggling to differentiate themselves from the competition by better understanding their customers and using that insight to improve the customer experience, which in turn will boost customer loyalty. Faced with rising acquisition costs and decreasing retention rates, insurers must understand customers well enough to recognize changes in their behavior and preferences, and quickly determine the next best offer. Another way insurers are seeking to differentiate themselves is by improving the claims life cycle, which leads to more competitive pricing. Too often, however, profitable opportunities are left buried within mountains of data that may hold the answer to questions like: Which claims have the greater propensity for recovery? What factors are indicative of fraudulent behavior? How should rates be set to ensure profitability?

Data – big data, in particular – represents a double-edged sword for insurers, promising valuable insight on the one hand, and huge challenges on the other. For example, the influx of telematics data from new Pay as You Drive (PAYD) products could potentially revolutionize the industry, as it represents a fundamental change in the way insurance companies price products and charge customers. And yet, carriers are limiting this type of insurance to low-mileage drivers due to technology constraints that prevent them from storing such large data volumes and analyzing them promptly. SAS can help.

### OUR APPROACH

Using SAS® Visual Analytics, insurance companies of any size can get lightning-fast insights through visual data exploration, robust reporting and flexible information sharing. SAS Visual Analytics broadens the use of sophisticated analytics, enabling everyone – from nontechnical business users to advanced analysts – to:

- **Visually explore all available data** – no subsetting or sampling required – to look at more options, identify key relationships, make more precise decisions and drive success faster than ever before.
- **Answer complex questions faster, and quickly identify opportunities or concerns** so further investigation can take place without delay, using an enhanced data discovery and exploration process that provides extremely fast results to enable better, more focused analysis.
- **Create and share meaningful reports** with anyone anywhere by enabling even those with limited technical skills to quickly produce, view and interact with reports via the Web or mobile devices, while IT maintains control of the underlying data and security.
- **Liberate IT** by enabling business users to dynamically explore data, add data from local sources, create reports and share information on their own, once IT loads the data and makes it available.

SAS Visual Analytics also gives you room to grow, with an infrastructure that is based on highly scalable commodity hardware that supports increasing demands for access to more and more data.



## THE SAS® DIFFERENCE: Advanced analytics, visual data exploration and easy sharing of insights

SAS Visual Analytics combines our industry-leading business analytics software with high-performance technologies, so you can get fast answers to previously unsolvable problems. Only SAS delivers a market-leading approach that extends the power of high-end analytics to a wider array of users. With SAS, you get:

- **A scalable, in-memory solution for visually exploring data on commodity hardware.** Designed from the ground up to perform high-speed analytical calculations in memory, SAS Visual Analytics goes far beyond traditional query and reporting capabilities, providing the unprecedented ability to visually explore data sets of any size quickly and efficiently, glean insights, and create meaningful reports that can be shared easily via mobile devices.
- **More approachable analytics.** Anyone in your organization can use the solution, thanks to unique features – such as on-the-fly forecasting, autocharting, “what does it mean” and drag-and-drop capabilities – that make it easy to use, even by those with nontechnical or limited analytic backgrounds.
- **In-memory technology that provides larger volumes of analytic computations and guided analyses.** SAS has combined the sophistication of visual data exploration with in-memory analytic computations so that large numbers of users can understand and benefit from complex data.
- **The ability to perform descriptive analytics in memory without having to develop SQL code.** Out-of-the-box capabilities make it easy to explore and seek correlations among extremely large numbers of variables very quickly.

SAS enables you to take advantage of a highly scalable and reliable infrastructure that is optimized for any size data set and complex computations – even as your requirements evolve to tackle larger problems and more complex scenarios.

## SAS® VISUAL ANALYTICS IN INSURANCE

### Customer issue management

SAS Visual Analytics lets you run variable explorations against the entire customer database, plus external data, to find the best variables to use in models for the next best offer in support of your segmentation, retention and customer value objectives.

### Telematics

As PAYD becomes more widely available, SAS Visual Analytics will let you visually explore billions of records/journey points and seek correlation on data sets to develop predictive models for accurately determining risk factors for pricing and claims.

### Product pricing

SAS Visual Analytics enables more frequent variable exploration for finding subtle and nonintuitive relationships that can influence product pricing. You can use visualization to create geographical risk exposure reports by augmenting existing policy data with geospatial data to assess and monitor exposure by geographic region.

### Claims analytics

SAS Visual Analytics helps you lower loss ratios and reduce expenses by exploring your claims data to develop models for improving fraud detection, increasing claims recovery and identifying litigation propensity.

### What if you could ...

#### Visually explore all available data

What if you could explore variables to support segmentation, retention and customer value models by running them against your entire customer database *and* external data to determine which variables will best drive models for the next best offer?

#### Quickly identify opportunities or areas of concern

What if you could quickly define the most attractive customer segments by analyzing all your insurance data (on policies, claims, customers, etc.) and visualizing the results?

#### Easily create and share meaningful reports

What if you could quickly and easily share market reports or dashboards across the appropriate levels of the organization through mobile devices?

#### Liberate IT

What if you could visually explore large quantities of claims information without the need to involve technical specialists?

### You can. SAS gives you The Power to Know® – by visualizing your data.

## SAS FACTS

- More than 1,200 insurance companies worldwide are SAS customers.
- SAS has more than three decades of experience working with insurance companies across the globe.
- SAS customers make up 90 of the top 100 companies on the 2012 Fortune Global 500®.

Learn more about SAS software and services for insurance at: [sas.com/industry/insurance](http://sas.com/industry/insurance)



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