

DATA ANALYTICS

THE TREND THAT'S RESHAPING THE INSURANCE INDUSTRY

WHAT IS DATA ANALYTICS?

Data analytics is the discipline of evaluating large sets of data to discover patterns, market trends, customer preferences and other useful information.

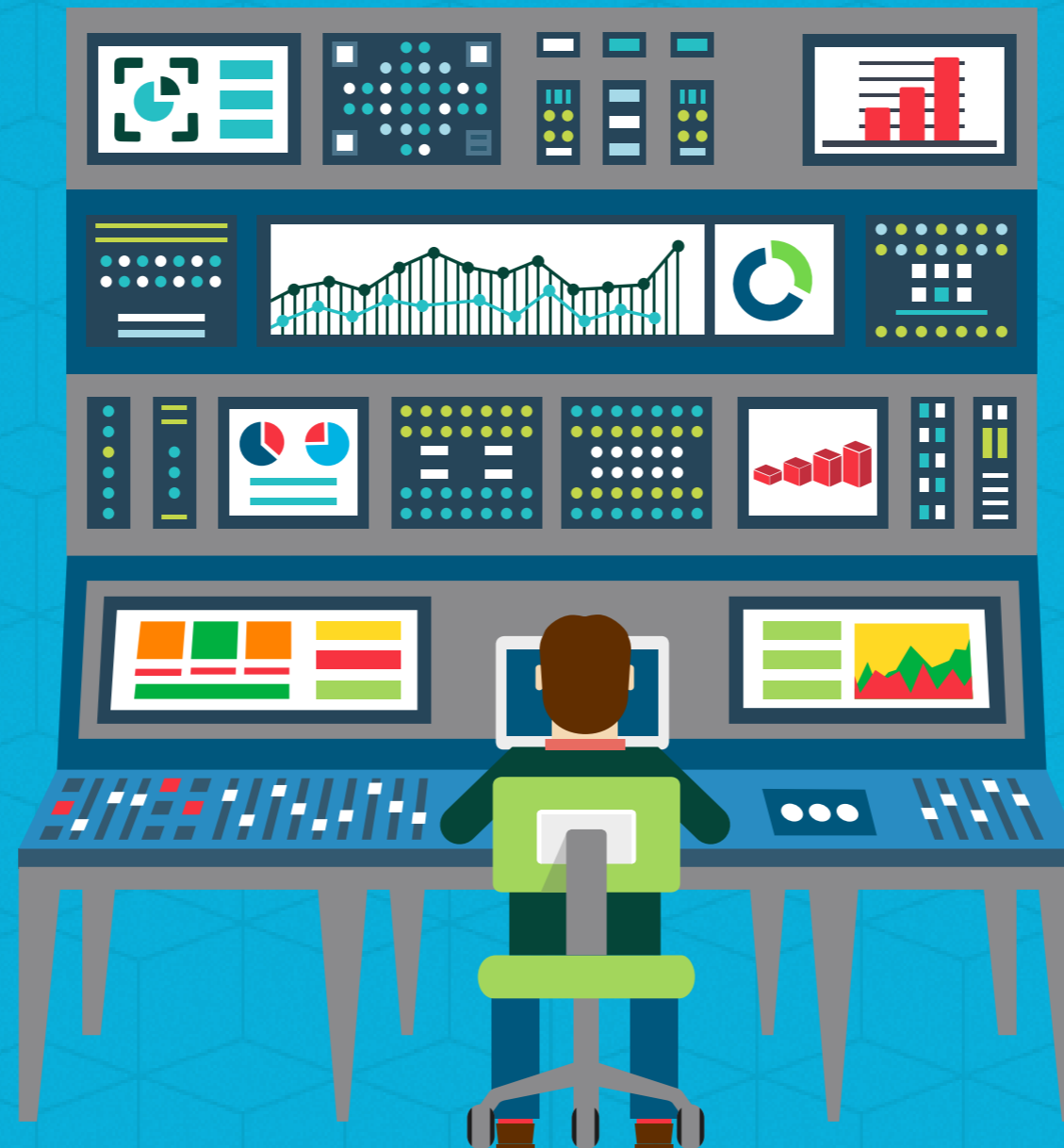
BY EMBRACING DATA ANALYTICS, YOUR BUSINESS CAN:

- > Find new revenue opportunities
- > Enhance customer service
- > Deliver more effective marketing
- > Improve operational efficiency
- > Gain a competitive advantage



BIG DATA IS A BIG DEAL

- > The digital universe will grow 300 fold between 2005 and 2020, totaling 40 trillion gigabytes¹
- > Big data technology and services will grow to \$9.83 billion in 2020²
- > By 2018, the U.S. could face a shortage of hundreds of thousands of experts needed to analyze big data³



“90% of the world’s data has been created in the last 2 years. The ultimate question is really what insight and value can we draw from that data.”

George Lee
CIO, Goldman Sachs

¹Gantz and Reinsel. The Digital Universe in 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East. IDC. 2012.

²Louis Columbus. Roundup of Analytics, Big Data & Business Intelligence Forecasts and Market Estimates. *Forbes*. 2014.

³Charlson and Barge. Behind the Rise of the Chief Data Officer. *Insurance Networking News*. 2014.

COMPANIES USING DATA ANALYTICS HAVE A DISTINCT ADVANTAGE

- > 2x as likely to be in the top 25% of financial performance within their industries
- > 5x as likely to make decisions faster than market peers
- > 3x as likely to execute decisions as intended
- > 2x as likely to use data frequently when making decisions⁴



DATA ANALYTICS AND THE INSURANCE INDUSTRY

- > Insurance is an inherently data-driven industry
- > Information you need is in your management system – you just have to understand how to use it
- > Data analytics is a software-driven discipline, offering you the tools to gain a deeper understanding of your agency or brokerage

“Analytics is increasingly becoming a game changer for insurers, expanding beyond the traditional focus on risk to all areas of the insurance business.”

Data Analytics in Insurance
SMA Research Study⁵

⁵Data Analytics in Insurance: An SMA Research Summary. Strategy Meets Action. May 2012.

NOW IS THE TIME FOR YOU TO CAPITALIZE ON DATA ANALYTICS

50% OF INSURANCE EXECUTIVES are prioritizing technology investments to capture new client insights over the next 3 years.⁶

“Information is money. The ability to extract the right information at the right time holds an immense value and should be the goal of every executive, manager and employee.”

Tomasz Sloniewski
Analyst, IDC

WHY IS DATA ANALYTICS IMPORTANT FOR INDEPENDENT AGENCIES AND BROKERAGES?

5 REASONS WHY YOU SHOULD LEVERAGE DATA ANALYTICS:

- > Discover data-driven insights about your business
- > Transform data into actionable insights to generate more revenue
- > Measure and improve employee productivity
- > Strengthen client relationships, market share and revenue
- > Create more profitable carrier relationships



MANAGE AND INCREASE BUSINESS PRODUCTIVITY

DATA ANALYTICS DELIVERS REAL INSIGHT, allowing you to optimize your workforce and boost productivity. With this valuable information you can:

- > Deploy resources that maximize profitability based on a comprehensive assessment of employee productivity
- > Evaluate producer workload and revenue per employee
- > Link agent/broker activities to the dollars coming into your company

“Critical questions— such as whom to hire, how to manage people, and what drives performance, retention, and customers—can now be understood statistically and answered with data, not just opinion or experience.”

Global Human Capital Trends 2014:
Engaging the 21st-century workforce
Deloitte⁷



BECOME MORE STRATEGIC ABOUT YOUR BOOK OF BUSINESS

ANALYZING CUSTOMER DATA allows you to gain new insights into how to better serve your clients. Enhanced service results in increased revenue and policy retention and ultimately more profitable client relationships.

“Companies that use data analytics extensively are more than twice as likely to generate above average profits.”

DataMatics Survey, 2013
McKinsey & Company⁸



ASSESS CARRIER RELATIONSHIPS TO CREATE MORE PROFITABLE PARTNERSHIPS

MULTIDIMENSIONAL VIEWS of carrier data deliver more insight into profitability trends, gaps and opportunities, enabling you to:

- > Effectively assess carrier performance with details on:
 - Policy volume and revenue
 - New business
 - Overall carrier activity
- > Identify and focus on the most responsive and profitable carriers



NOW IS THE TIME TO CREATE A DATA ANALYTICS PLAN

5 STEPS TO CREATE YOUR OWN DATA ANALYTICS STRATEGY:

1. Develop objectives and allocate resources
2. Review analytics software and select a solution
3. Launch a pilot project and communicate the results
4. Deploy the solution across your company
5. Measure results and refine

“The primary technology driver of change in the [insurance] industry is leveraging data for information purposes. Insurance companies have been storing data for probably 50 or 60 years, but their inability to leverage it has seriously hindered their ability to understand their customer: to up-sell, to cross-sell, to look at risk in a more holistic manner, and frankly to make it easier to work with them.”

Gary Plotkin
Partner, KPMG⁹

⁹Using Customer Analytics to Boost Corporate Performance: Key insights from McKinsey's DataMatics 2013 survey. McKinsey & Company. 2013.



MAKE QUICKER, MORE INFORMED BUSINESS DECISIONS

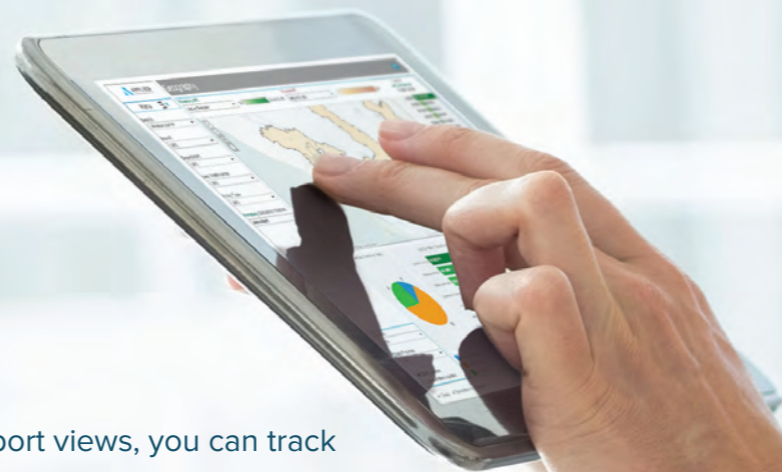
WITH APPLIED ANALYTICS

you obtain greater business insights from your existing management system data to make quicker, more informed business decisions.

“Data analytics is huge for us. Without Applied Analytics, I would have to create a dozen reports by hand. I now have all of that information at my fingertips.”

Joe Pratts
COO, Hoffman Brown Agency

With a dynamic visual user interface and graphical report views, you can track and analyze metrics that matter most to your business.





To learn more about data analytics technology from Applied,
visit appliedsystems.com/appliedanalytics