

InsureSense™

Analytics Solution Suite



Better data, faster delivery, actionable insights

Deloitte's InsureSense™ is designed to help insurers in their efforts to manage and grow their business:

Better management

- Gain visibility into operational performance
- Improve statutory and market conduct reporting
- Streamline core business processes
- Detect fraudulent claims

Greater growth

- Build stronger distribution channels
- Proactively cross and up-sell current customers
- Enhance customer and agent experience

Harness the power of your data

The world's best organizations realize that data no longer just supports their business – it drives it. But many insurers – bogged down by aging infrastructure, outdated data models and tired approaches to analytics – are failing to keep pace. At the same time, customers are demanding more and competitors are charging less, which increases rate pressure and makes it difficult to stand out. To remain competitive, capture customers and be a magnet for top talent, insurers need proven, quantitatively driven plans for growth. They need to become insight-driven organizations.

InsureSense™: Self-service analytics that make sense

Deloitte's InsureSense™ Analytics Solution Suite is designed specifically to help insurers keep data accessible and ready to use. It can help reduce the cost and complexity of providing operational and management information to decision-makers, analysts, and data scientists. As a companion architecture to core systems, InsureSense™ can draw data from them and integrate it

with demographics, third-party data, and regulatory information to help decision makers in their efforts to manage and grow the business.

Using advanced technologies and platforms, InsureSense™ is designed to provide business leaders with intuitive, flexible self-service access to business intelligence, visualization, and analytics tools, enabling smarter and faster decisions. Analytics and information management can give insurers the ability to deep-dive into operational issues and identify performance drivers. Simplified report generation and alignment with internal operational data can reduce the burden of statutory and market-conduct reporting.

Through InsureSense™, core processes can leverage analytics to reduce processing time and detect irregular events such as fraud. Using analytics, insurers can analyze the performance of their distribution channels and better direct future investments, both in agent recruitment and direct models.

A flexible solution framework and roadmap

Digital transformation can falter because it is too narrow in scope, such as a siloed solution for marketing analytics. Or, it can be too ambitious, like an ill-planned enterprise-wide lift and shift to the cloud.

InsureSense™ strikes a balance between these approaches with a menu of pre-built tools, including:



Cloud-enabled data management platforms. Data management solutions tap the power of on premise and cloud platforms to integrate structured and unstructured data using traditional and big data technologies



Data models and universal connectors. The InsureSense™ data model provides a blueprint for managing data by insurance business domain. Aligned with industry data standards, the model provides a broad view of insurance data to accommodate future business needs. Universal connectors can help reduce implementation time and risk when integrating custom legacy systems or industry-leading insurance technology suites.



Business intelligence and visualizations. BI applications built on leading tools aid in rapid prototyping. Powerful visualizations help guide analytics users, contributing to a self-service culture.



Key performance indicator libraries and playbooks. Comprehensive resources built on previous experience help guide projects, improve standards, and create valuable insights.



Advanced analytical model library. A collection of advanced analytical models augmented with cognitive capabilities contributes to thoughtful business management.



Managed services. Mature, industry-tested solutions provide an experienced approach to optimizing, modernizing, and transforming analytics and information management capabilities, platforms and, infrastructure.

Insurers can deploy InsureSense™ incrementally based on specific needs, such as marketing and sales improvement, underwriting optimization, or regulatory compliance. This step-wise approach also enables insurers to pursue transformation without the expense and effort often required to build and maintain a huge data warehouse, visualization capabilities and reporting platforms from scratch on their own.

Doing nothing is no longer an option

Insurers and startups alike face new pressures as analytics evolves from an advanced capability to a core competency. Modeling and cognitive technologies can uncover previously hidden patterns and insights – provided data is accurate and accessible. Deloitte's InsureSense™ Analytics Solution Suite is designed to help insurers address the costs and complexity of essential data management as they accelerate deployment of advanced automation and analytics capabilities.

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A data model built for insurance

InsureSense™ is anchored by a central data model designed to support a wide range of functions, including:

- Policy
- Claims
- Billing
- Insured items
- Party (insured, agents, claimants)
- Geography
- Product
- Telematics
- Finance and accounting
- Actuarial and risk
- Sales
- Marketing

Start the conversation

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