

A photograph of three business professionals in a meeting, overlaid with a semi-transparent blue filter. The text is positioned in the lower-left quadrant of the image.

**TRANSFORM YOUR BUSINESS
WITH BUSINESS INTELLIGENCE
DESIGNED FOR
INSURANCE COMPANIES**

AdInsure.BI

ADACTA

AdInsure.BI - Business Intelligence Developed for the Insurance Industry

AdInsure.BI provides business users with innovative analytical and decision-making capabilities. With **innovative technology and an intuitive user interface**, it empowers users across the entire insurance company.

Key benefits of AdInsure.BI, business intelligence for the insurance industry:

- + **All reporting** (standard, regulatory, custom specific) **in one place**
- + **Performance management** - Manage operational targets and on all levels of hierarchy
- + **Effective and timely analysis of all insurance data** - Sales targets and results, product profitability and risk profiling, claims and loss ratio
- + **Powerful BI tool** - Qlik is a leader in Gartner's Magic Quadrant for Business Intelligence and Analytics Platforms
- + **Insurance data model** - Data warehouse model, adapted specifically for property & casualty insurance companies and optimized reporting
- + **Insurance specific functionalities**

AdInsure.BI delivers custom data warehousing capabilities



AdInsure.BI for Non-life, Life and Health Insurance

<p>AGENCY & INSURANCE BROKERS</p> <ul style="list-style-type: none"> + Sales & Revenue Analysis + Customer Targeting + Broker / Agency Analysis + Sales Performance Analysis + Online Channel Performance 	<p>CLAIMS</p> <ul style="list-style-type: none"> + Integrating Underwriting & Claims + Fraud Investigation + Subrogation + Processing and Fast Tracking + Reserve Adequacy 	<p>UNDERWRITING</p> <ul style="list-style-type: none"> + Integrating Underwriting & Claims + Loss Ratio Analysis + Policy Portfolio Analysis + Optimize Approval Process + Resource Allocation 	<p>INVESTMENTS</p> <ul style="list-style-type: none"> + Portfolio Management & Analysis + Investment Performance & Profitability + Investment Research + Scenario / What-if Analysis
<p>OPERATIONS, IT & BACK-OFFICE</p> <ul style="list-style-type: none"> + Expense Management + Financial & Management Reporting + P&L Analysis by LOB + Fund Accounting / GL + IT Systems & SLA Management 	<p>EXECUTIVE MANAGEMENT</p> <ul style="list-style-type: none"> + Executive Dashboards and Mobile + Balanced Scorecards + Predictive / What-If Analysis + Product Performance + Performance, Margins, Commissions 	<p>RISK MANAGEMENT & COMPLIANCE</p> <ul style="list-style-type: none"> + Actuarial Loss Triangles + Risk & Exposure Analysis + Credit, Market, Portfolio, Operational + Cross-Product / Counterparty Risk 	<p>MARKETING & PRODUCT MANAGEMENT</p> <ul style="list-style-type: none"> + Customer Retention + Cross-sell and Up-sell + Customer Profitability & Segmentation + Product Performance Analysis + Marketing Campaign Analysis

ADINSURE.BI USE ACROSS THE INSURANCE BUSINESS

SALES

- + Improve cross-sell and up-sell effectiveness in the field
- + Enhance sales management, including forecasting and tracking
- + Provide agents with self-service portals to track performance and improve targeting

1

MARKETING

- + Segment and identify profitable target markets
- + Create easy-to-understand, high-performing products
- + Improve effectiveness and yield of campaigns and promotions

2

CLAIMS MANAGEMENT

- + Optimize claims decisions and improve control over losses
- + Improve the ability to identify recoverable losses
- + Reduce claims processing costs and improve service levels

3

UNDERWRITING

- + Improve understanding of loss ratios against models
- + Optimize insurance policy approval decisions
- + More proactively discover risk concentrations in your policy portfolio

4

5

OPERATIONS & IT DEPARTMENT

- + Optimize internal processes and reduce operational risk
- + Improve usability of information and reduce reporting costs
- + Streamline IT management and control

FINANCE & ASSET MANAGEMENT

- + Better manage cash, working capital, and financial risk
- + Streamline planning, budgeting and financial reporting
- + Ensure governance and regulatory compliance

6

Lapse Analysis - Percentage of Policies That Were Not Renewed



- 1 QUICK SUMMARY**
See active, canceled policies and overall lapse ratio at once.
- 2 POLICIES BY PRODUCT & STATUS**
Analyse policy status (active, canceled) by the product.
- 3 CANCELTION BY REASON**
In-depth understanding of the main reasons behind policy cancellations.
- 4 LAPSE RATIO BY PRODUCT**
Identify insurance products that have the lowest lapse ratio. See opportunities for improvement.
- 5 HISTORICAL ANALYSIS**
Analyse policy status (active, canceled) by years.

Premium Analysis - Quickly Change the View with an Easy "Drag and Drop" System



- Policies by Gender & Average Premium
- Policies by Channel: Broker vs Direct
- Premium by Age Groups
- Historical Trends

Customer Evidence

More efficient data analysis with Qlik.

Adriatic Slovenica is the second largest insurance company in Slovenia, operating a highly developed market network and a wide range of services in the areas of life, medical and property insurance.

Adriatic Slovenica believes that a successful use of BI systems, especially the Qlik solution, significantly improved their business success in the very first year of its use, significantly improving the quality of decision making. The BI system has developed into one of the key systems to achieve business success by enabling the development of a substantial competitive advantage.

"Without increasing costs we can quickly perform multiple target-oriented marketing campaigns and sell more insurance policies. On the other hand, improved success estimates improve the profitability of individual campaigns."

Janez Kralj, IT Support Director, Adriatic Slovenica



Adacta's References in the Insurance Industry

19 insurance companies from 9 countries use Adacta's insurance solutions to run their business. Among them are:





AdInsure.BI is a specially developed business intelligence and analytics solution for the insurance industry. It enables insurance companies to get a custom solution, that enables them to make faster and less risky decisions, reduce reporting workload, reduce operational risk and thus **improve overall business performance** of the insurance company.



8 years of experience and more than 100 completed business intelligence projects in the Adriatic region enable us to combine the power of the top business intelligence platform and our technological and business expertise into a single powerful BI solution, adapted to your company's specific needs. With AdBI, you will get the business intelligence you really need. **Adacta is Qlik Certified Partner and Solution Provider for the Adriatic Region.**



25 years in the IT industry, international operations, a team of over 370 people, more than 400 completed projects, and a commitment to growth and development are ample testimony of our good work. Adacta's presence in 6 countries and a strong partner network enable us to implement international projects in more than 25 countries. **Through developing industry- specific solutions for insurance, utility and pharma industries, Adacta is entering global markets.**

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