

## INSURANCE: AMLIN



**“THE MICROSTRATEGY BI PLATFORM IS INTUITIVE, EASY TO USE AND ALLOWS TAILORED REPORTING AND QUICK ACCESS TO POWERFUL DATA WAREHOUSING FOR A WIDE RANGE OF USERS.” DAVID HARRIS, COO AMLIN**

### Amlin's Business

Amlin is a leading underwriter of specialist insurance and reinsurance and operates in both the Lloyd's of London and Bermuda markets. Lloyd's was the sixth largest insurer in the world in 2005, with the capacity to accept £13.7bn of insurance premiums.

Amlin owns Syndicate 2001, the largest Lloyd's syndicate with a managed capacity of £1bn for 2006. Syndicate 2001 has a diverse underwriting business that includes aviation, marine, property and casualty, and UK commercial classes. In addition, Amlin Bermuda, a reinsurance business focused on catastrophe and property business is capitalised at US\$1bn for 2006. Both Amlin operations are highly rated by A.M. Best, Standard & Poor's and Moody's. Amlin works with a wide range of intermediaries including 150 Lloyds Brokers that include Aon, Marsh and Willis.

### Amlin's Business Intelligence Goals

Amlin is committed to becoming the global reference point for quality in the insurance / reinsurance markets and this vision

informs every aspect of its operations. Amlin's key goals are to provide profit-focused underwriting excellence, a thorough understanding of client needs and market trends, and first class client service standards. The MicroStrategy BI platform provides Amlin with timely and accurate analysis and reporting of policy, claims, exposure, and reinsurance data.

Before investing in MicroStrategy, Amlin set a challenging set of BI systems requirements. The objectives were to provide BI availability to all divisions and job functions across the organisation worldwide; provide access to real-time data for decision makers via reports tailored to their needs; and to consolidate group systems around standard business processes.

To achieve these requirements, Amlin mandated that the data be integrated from various external sources, and delivered via web technologies, using a single intuitive user interface. Amlin's vision was to transform its business by developing a system to provide Corporate Performance Management (CPM), optimise business



### STATS

DATABASE: SQL SERVER

DATA SIZE: 30 GB

# USERS: 200

DEPLOYMENT TYPE: INTRANET AND EXTRANET

### APPLICATIONS

CORPORATE PERFORMANCE MANAGEMENT

POLICY AND CLAIMS REPORTING

CREDIT CONTROL

processes, and directly align IT strategy to corporate strategy.

## CPM

Amlin's CPM system uses a balanced scorecard approach to manage its business, driving the business through integrated KPIs. Amlin can now analyse broker and underwriter performance not only on price, but also on the critical issues of contract wordings and claims performance. In addition, the system ensures compliance to Lloyd's standards for claims and underwriting governance.

Amlin's financial management controls are linked directly to underwriting and claims processes in real time. This has dramatically improved their turnaround time for statutory and management financial reporting. For example, Amlin was able to report on its estimated \$110m claims exposure to Hurricane Katrina many weeks before other similar financial institutions were able to respond.

## Business Process Improvement

The key requirement for BI was for underwriters and claims personnel to receive early alerts and warnings to enable timely management action, reduce risk, and improve the quality of underwriting. MicroStrategy Narrowcast technology is used to push data out to users in many innovative ways. For example, Credit Control receives notifications of credit risk and signing differences; Underwriters receive advance policy renewals daily and are notified of suspect claims, large claims, and policy wordings not yet agreed; and claims alerts enable early reinsurance cash recoveries.

MicroStrategy technology assists Amlin to manage both its capital and its contract certainty / completion more efficiently and effectively. Key to success has been the integration and alignment of IT and business strategy. Reports and data are now both more relevant and timely, as reports are tailored to individual divisions down to job function level. As a result, more pervasive use of BI has been achieved across the organisation (intranet) and its (extranet) channels to market. The key technology enabler has been the move from desktop tools to the web-based MicroStrategy platform.

David Harris, Amlin's COO comments "MicroStrategy is helping us to achieve our goals through a single integrated platform and a Web interface. By providing a way of managing standard reporting across the company we now have consistent and well defined information sources we can rely upon".

## Business Benefits

Report production now takes far less time so more time is available for revenue-generating analysis work. Group-wide reporting now operates on much reduced timescales. Key to success has been the MicroStrategy "push" technology which provides the right information to the right people at the right time. This has led to a number of quantifiable business benefits: a 50% increase in speed of delivery of new reports, a 50% reduction in the time taken to produce monthly performance packs, and premium debt has been substantially reduced.

## Summary

MicroStrategy BI has facilitated cultural and organisational change for Amlin as part of a wider business transformation process. External data mapped to Amlin's internal data has provided a higher level of understanding of business risk. More granular data and analysis has allowed Amlin to price its insurance and reinsurance policies more competitively and to write better policy terms that more accurately reflect business risk.

Success is shown by the ramp up of system usage: from 0 to 200 users within 12 months using the same scalable MicroStrategy BI platform. David Harris concludes "The MicroStrategy BI platform is intuitive and easy to use and allows tailored reporting and easy access to powerful data warehousing technology for a wide range of users. We were looking for the best solution to help us manage our regulatory information requirements whilst at the same time giving us competitive advantage in our market. MicroStrategy has helped us to achieve these goals and has been instrumental in transforming our management processes into a more proactive and agile business model".