

GENERALI VIS INFORMATIK GMBH



GENERALI INSURANCE BENEFITS FROM EFFICIENT BI SOLUTIONS

More transparency throughout the enterprise and in individual units: That is the benefit that insurance companies generally stand to gain from Business Intelligence (BI) solutions. A closer look, however, reveals that Business Intelligence also optimizes processes and cash flows, fosters a clearer understanding of customers, supplies basic input data for marketing and – thanks to a better quality of information – clears the way to improved service. These arguments were certainly enough to persuade Austria-based Generali VIS Informatik GmbH to implement a modern management information solution for its home market and, in future, for the countries of Central and Eastern Europe.

Generali VIS Informatik covers a whole range of activities, including the consolidation and development of service systems, contracts and claims/benefits, sales and management information, technology and architectures, responsibility for testing and products, as well as consulting and services. What it needed was a system that could process large volumes of data and transport these flexibly from host to server. In earlier analysis phases, the company had relied primarily on QMF and Microsoft Excel. It also used an SAS solution and an ASS solution.

The reporting tool had none of the advantages of OLAP functionality on the host side, which made it very difficult to link existing information together and so provide enterprise-wide information. After

a careful evaluation phase, Generali decided to deploy Business Intelligence solutions from Cognos throughout the company. Essentially, the system had to be able to deliver reports on the inventory of insurance contracts and on claims/benefits, broken down by line of insurance, region and sales area. It also had to cope with analyses of customer portfolios, product design and sales channels. The Cognos solutions were primarily expected to supply reports, to handle changes to corporate performance metrics and to signal important events concerning the company's operating activities.

PHASE ONE YIELDS ADVANTAGES FOR OVER 400 USERS

Cognos PowerPlay was implemented as a web solution, while Cognos Impromptu and Cognos Query were used for the analysis of individual records. Together, these solutions gave Generali exactly what it wanted. The entire system currently serves more than 200 PowerPlay users, over 50 Impromptu users and some 50 Cognos Query users. Phase two is already expanding this configuration. As a result, twice as many users will be integrated as of mid-2004.

COGNOS®

THE NEXT LEVEL OF PERFORMANCE™

The system administrators are happy that the Cognos web solutions require so little maintenance. And the users are happy that the Cognos front-end solution, with its intuitive interface that has the look and feel of Windows, is so easy to learn. Indeed, having discovered how powerful the system is, users are now wanting even more of the analysis options provided by the Cognos product range.

Generali's European travel insurance arm is just one part of the company that uses Business Intelligence solutions from Cognos.

For enterprise-wide analyses and reports, AMB Generali Holding AG in Germany has installed a controlling information system (CIS). AMB Generali Holding AG includes companies that offer the entire spectrum of financial services: life, health, property and legal protection insurance, made-to-measure S&L financing models, and attractive banking products.

Moreover, in order to map the company's philosophy onto its controlling activities too, AMB-Informatik, the AMB Group's full-service IT provider, is responsible for harmonizing reporting throughout the group. "The aim," says the project manager, "is to enable the management holding company to steer and control the individual business areas proactively. CIS gives us an end-to-end view of the key data for each individual company from the point of view of the enterprise as a whole."

The companies in the AMB Group supply their data in a standard format (text files) to the mainframe, where they are stored in a DB2 database. From the aggregate figures, Cognos PowerPlay then supplies the

holding company with the statistics it needs to perform detailed analyses of insured amounts, cancellation rates, and the composition of newly acquired insurance contracts, for instance.

ABOUT GENERALI

Generali Holding Vienna AG, based in Vienna, is a Central European insurance group that comprises a large number of companies in Austria, Hungary, the Czech Republic, Slovenia, Slovakia, Poland, Romania and Croatia. In these countries, the Generali Vienna Group saw premiums grow by 1,0 % to 2,6 billion euros in 2003. Life insurance accounts for 25,4 % of this figure, while property/accident and health insurance account for 74,6 %.

The Vienna Group is part of the wider Generali Group, a global insurer founded in 1831. In 2003, the IT activities of General Holding Vienna AG and two operative insurance companies, Generali Versicherung AG and Interunfall Versicherung AG, were spun off to form Generali IT-Solutions GmbH, which is responsible for information technology, and Generali VIS Informatik GmbH, whose mandate is to develop applications..

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



WWW.COGNOS.COM/CEE

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies. (05/04)