

# Case Study— Insurance Company



## Customer knowledge Competency through Oracle BI Applications

Protecting around 31 million customers world wide with Insurance, savings and investment products. A largest insurer in North America and leading providers of Life and general insurance and asset management. Committed to serving customers well to build a stronger, sustainable business that positively impacts society. Used Oracle EBS suite with OBIEE to achieve customer insight needed to target right customers and right products at right time.

### FACT SHEET



#### Organization

Major Insurance Company



#### Industry

Insurance



#### Scope

Business Intelligence



#### Technologies used

Oracle EBS suite and BI Applications



#### BI Suite

OBIEE



#### Application Type

ETL Adapters Meta Data Layer Dash Boards

#### Value Added by EGS

- Dedicated team of resources
- 24\*7 availability of resources
- Sprint based delivery model
- Prompt Onsite visits when requested
- Weekly status calls for demos of the tasks completed during the week
- Identification of risks, well in advance and suggest risk mitigation steps
- Adherence to committed project schedule
- Adherence to Quality Product and Coding Standards
- More than 100 years of collective experience in Oracle EBS competency.
- Winning Team

#### Benefits

- Higher Campaign response rates
- Control the spend on Marketing Campaigns
- Effective Sales Forecast
- Finance Data Reconciliations on different currencies
- Higher Data Quality and effective business rules

#### Challenges

- Make use of Business Intelligence to understand current customer base
- Improve Campaign response time
- Sales forecasting
- Finance spend on Marketing Campaigns
- Spend Analysis
- Maintain Quality Data

**Total Team Size : 20**

**Project Status: COMPLETED**

#### Business Value

- Higher visibility to customer intelligence
- Effective Market Campaign
- Reduced Investment and Savings