




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

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

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

Business Value

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