

# Regional insurance provider sees increased profitability with ibi™ and IBM Z

## Customer Profile:

Covering more homes and autos than any other insurer in its region, this insurer is the state's largest writer of individual life policies.

## Challenge

The insurer needed better access to data and improved reporting capabilities for a clearer view into its operational performance and financial metrics. They required the ability to bring data from their IBM Z platform into their analytics tool.

## Solution

ibi devised a cohesive enterprise BI strategy leveraging the analytics tools in the ibi portfolio in conjunction with IBM Z data to take advantage of new features and opportunities to combine data from a variety of databases—presenting their findings in the form of dashboards, strategic scorecards, and user-friendly interactive reports.

## Benefit

Now, staff members work more efficiently with a complete set of data that is readily available and easily accessible. Streamlined reporting processes provide real-time data, drill-down functionality, and ad hoc capabilities, helping to maintain excellent customer service and profitability.

**“We desperately needed real-time data for predictive analysis. The analytics platform provided by ibi gave us the tools we needed to modernize our use of IBM Z data and bring information into our analytic tools. It all translates into value for policyholders and a competitive edge for the company.”**

*Vice President*