

Adaptive Suite

Focus on Insurance

Adaptive Insights provides insurance companies with a performance management system that facilitates planning and reporting revenues and expenses across a complex organization with a large number of dimensions, such as state and product line, and to produce both GAAP and statutory reporting.

Planning & Reporting Challenges

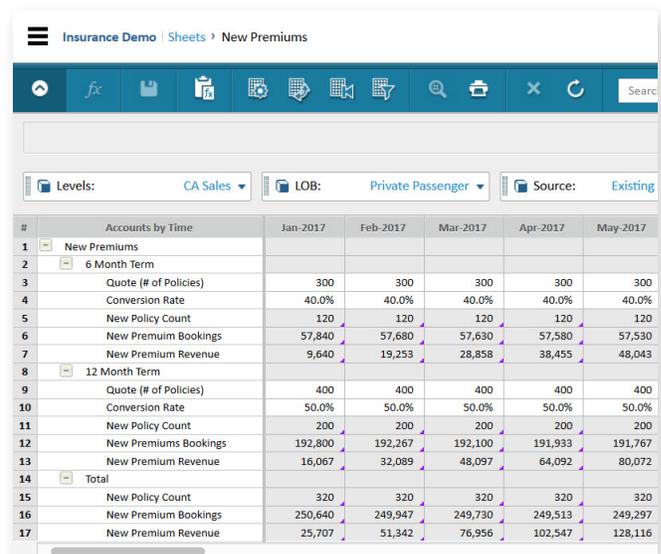
The insurance sector of the financial services industry has evolved in the last decade as a result of globalization, regulatory changes, and the recent financial crisis. Furthermore, the 2010 Patient Protection and Affordable Care Act brought sweeping changes, including strengthening insurance company regulation.

In the United States, insurance companies are regulated primarily at the state level. This means insurance firms must deal with up to 50 state regulatory agencies and associated 50 sets of state regulations. In addition to GAAP reporting, complex statutory reporting is often required.

Insurance companies typically need to plan by other dimensions, such as line of business product family and premium type. Detailed allocations frequently are necessary to plan and report company revenue and profit by state and by product lines.

Timely and accurate analysis of KPIs is critical for these companies to reduce risk and manage costs effectively during both good times and economic downturn. They require nimble planning and rolling forecasts to be able to quickly shift gears from growth mode to cost control mode, or vice versa.

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by insurance companies.



#	Accounts by Time	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017
1	New Premiums					
2	6 Month Term					
3	Quote (# of Policies)	300	300	300	300	300
4	Conversion Rate	40.0%	40.0%	40.0%	40.0%	40.0%
5	New Policy Count	120	120	120	120	120
6	New Premium Bookings	57,840	57,680	57,630	57,580	57,530
7	New Premium Revenue	9,640	19,253	28,858	38,455	48,043
8	12 Month Term					
9	Quote (# of Policies)	400	400	400	400	400
10	Conversion Rate	50.0%	50.0%	50.0%	50.0%	50.0%
11	New Policy Count	200	200	200	200	200
12	New Premium Bookings	192,800	192,267	192,100	191,933	191,767
13	New Premium Revenue	16,067	32,089	48,097	64,092	80,072
14	Total					
15	New Policy Count	320	320	320	320	320
16	New Premium Bookings	250,640	249,947	249,730	249,513	249,297
17	New Premium Revenue	25,707	51,342	76,956	102,547	128,116

Insurance Planning Sheet Example

Adaptive Insights has allowed us to be more strategic. We have a better understanding of our key metrics and have more confidence when making financial decisions that foster success, reduce costs, and increase our agency owners' revenue.

— Director of Business Analytics, Brightway Insurance

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The Adaptive Insights Solution

Adaptive Insights has successfully helped insurance companies streamline their planning and analysis, allowing them to:

- Plan for and consolidate organizations across multiple dimensions, including line of business, locations, states, product families, and premium types
- Plan and report in different formats to meet both statutory and GAAP requirements
- Model revenue with multiple dimensions and using drivers such as gross written premiums, loss ratios, and commission ratios
- Automatically allocate expenses from departments to states and product lines
- Model integrated P&L, balance sheet, and cash flow statements
- Use dashboards to analyze key metrics, including average cost per claim, claim ratio, renewal/new policy sales growth, etc.
- Use reports to perform variance analysis, including to drill down into underlying transaction detail
- Distribute report books via email for financial presentations such as board packages
- Improve accuracy and condense the planning and reporting process
- Easily conduct frequent reforecasting

Adaptive Insights' software as a service (SaaS) model is a natural fit for the insurance industry and provides exceptional value. As a SaaS solution, no new hardware, software, or IT support is required for initial implementation or ongoing maintenance. All upgrades are included in the annual subscription with no retesting required on the part of the customer. And it's low-risk, with the options of free trials and phased implementations.

It's also intuitive and easy to use. Adaptive Insights' SaaS infrastructure and CPM (corporate performance management) engine saves time and effort with built-in intelligence: Tight linkages with Microsoft Office products enable quick creation of board-quality reports and presentations. The web-based, highly customizable interface utilizes and improves upon Excel, allowing interaction by all types of employees with virtually no training.

Select Insurance customers include:

AAA	Gilsbar
Arbella Insurance	Hylant Group
BancorpSouth Insurance	MIB Group
Blue Cross & Blue Shield of Kansas City	Mapfre Insurance
Blue Cross & Blue Shield of Rhode Island	Mercury Insurance Group
Brightway Insurance	Ohio Mutual Insurance
Capital District Physicians' Health Plan	Preferred Mutual Insurance
The Cincinnati Insurance Companies	State Auto Financial Corp.
Extend Health	Tower Hill Insurance Group

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