

The Customer-Centric Insurer



Becoming a Customer-Centric Insurer

Market Situation

The Customer-Centric Insurer

Business Priorities

Transformation Through
Technology Innovation

SAP Innovations

The insurance industry is evolving. Customers are informed, demanding, and connected. Providers need to establish a stronger customer orientation, build deeper relationships with customers, and deliver products to market faster.

New regulations, dynamic capital markets, and mergers and acquisitions abound. Insurers face stiffer competition for educated customers from traditional and nontraditional players using new technologies. These factors can lower earned premiums and reduce resources available to serve customers.

To maximize earned premiums, some successful insurers optimize their distribution network and find the balance between direct and intermediary business. This approach helps to enable and motivate a diverse sales force and reduce time to market.

Successful insurers reduce operating costs by integrating and streamlining processes, which eliminates redundancies, and getting the right data to the right people at the right time.

To run better, an insurer must deliver superior customer service by truly connecting with customers. This approach helps ensure that a company doesn't lose hard-won customers to a more responsive competitor.

In the future, customers will be able to change their insurer as easily as they change television channels. To succeed, insurers must provide "customer care" and not just "financial services."



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SAP Innovations

Focusing on the customer enables the insurer to:

Increase Customer Focus in a Multichannel Environment

Deliver the right products to the right customers

Reduce Operational Costs

Streamline core insurance processes across major lines of business

Support Business and Finance Decisions

Manage enterprise-wide risk and compliance using real-time insight

Best-Run Insurance



The ability to understand customer needs and quickly respond with the right products delivered through the right channels earns customer loyalty and enhances operational efficiency.

Best-Run Insurance Priorities

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Today's best-run insurers transform their business to be more customer-centric, to operate more efficiently, and to provide transparency to internal and external stakeholders.

- Market Insight and Customer Intimacy
- Core Insurance Operations
- Finance, Investments, and Compliance
- People and Talent
- Procurement
- IT Management
- Technology Solutions



Understanding the value drivers for each of these priorities is key to executing as a best-run insurer.

Business Transformation Through Technology Innovation

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**Transformation Through
Technology Innovation**

SAP Innovations

Revenue growth and profit are no longer sufficient benchmarks for success. In today's economy, companies need to stand out in crowded and highly competitive markets. The pace of business is relentless, where today's innovation becomes tomorrow's status quo. Organizations that embrace technology can transform to gain a significant advantage rapidly over the competition.

For over 40 years, SAP's innovations have helped companies transform and achieve the goals they never thought possible – making more-informed decisions and innovating to lead in new markets. SAP enables the real-time enterprise, empowers new experiences, and unwires the business.

Enable the Real-Time Enterprise

SAP's integrated, real-time analytical, predictive, and in-memory database solutions improve the business value of your information and optimize business outcomes.

Empower New Experiences

The SAP software solutions allow you to deliver simple, elegant, real-time applications rapidly across any device, with the superior consumer-grade experience users have come to expect.

Unwire the Business

Connect with your customers, partners, and employees efficiently and securely with a market-leading mobile platform and device management technologies from SAP.



SAP Innovations

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SAP Innovations

Tech-savvy customers and stakeholders are accustomed to a high level of service, accessibility, and visibility that only innovative technology can provide. These expectations are driving insurers to speed the adoption of enabling solutions.

New developments from SAP in Big Data, analytics, mobile technology, and cloud computing allow insurers to modernize processes and transform operations. Using these technologies, insurers streamline operations and improve productivity, agility, and service while controlling cost and risk.

Insurers need powerful, scalable analytics to effectively manage, process, and analyze data. The SAP HANA platform leverages in-memory computing to analyze huge volumes of data from disparate sources and enable real-time decision making.

Customers want immediate access to payments, claims status, and policy information. Mobile technology solutions from SAP give them this access. These solutions empower agents and brokers to productively engage with customers anytime, anywhere.

Cloud-based solutions from SAP provide the ability to move nonstrategic functions onto low-cost and low-risk platforms while ensuring security and integration across enterprise-wide business processes.



Insurance Value Map

SAP Solutions

SAP solutions address key requirements for the insurance industry.

Market Insight

Core Insurance Operations

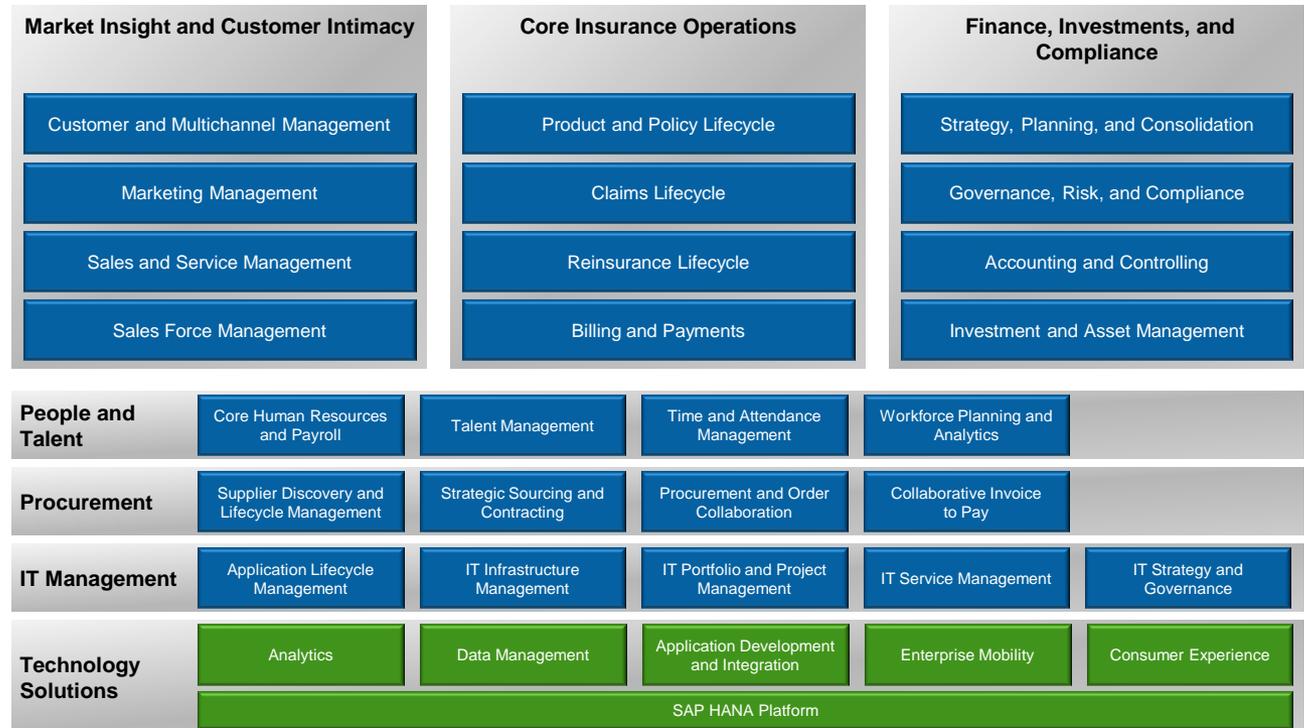
Finance

People and Talent

Procurement

IT Management

Technology Solutions



Market Insight and Customer Intimacy

SAP Solutions

Market Insight

Priorities

SAP Solutions

To satisfy highly variable and dynamic customer demand, insurers need to understand and anticipate customer needs. They also need to create offers that are personalized, easy to consume, and consistent across assisted and self-service channels.



Insurers are benchmarking and modeling service levels provided in other industries. Because of that, customers can expect the same user experience with their insurer as they have with retailers or consumer-products companies.

People want to understand their insurance policies and the risks they have to secure. They want simple, high-quality products and services – and an insurer they can trust.

Customers also want to contact their insurer through the channel of their choice via quick and simple interactions – anytime, anyplace, and on any device.

They expect real-time responses to help them solve their issues through relevant, personalized interactions. They also expect insurers to have a true 360-degree view and the ability to recommend products and services tailored to their individual needs.

60%

Financial institutions that believe their biggest strategic priority is improving customer centricity

Source: SAP Performance Benchmarking



Market Insight and Customer Intimacy

SAP Solutions

Market Insight

Priorities

SAP Solutions

Maximize customer loyalty and retention through innovation of the customer experience.

To meet customer demands in today's digital world, insurers have to manage an integrated, multichannel environment through the entire customer lifecycle.

Customer and
Multichannel
Management

Establish consistency and enable flexible, intuitive interactions that anticipate customer needs across channels of engagement.

Marketing
Management

Gain a real-time, 360-degree view of customer interactions, enable immediate problem resolution, better visibility, and full support for offers and product lifecycles – including eligibility and pricing.

Sales and Service
Management

Streamline operations by giving employees and partners access to information and processes on any device to satisfy your customers.

Sales Force
Management

Help sales professionals acquire, grow, and retain profitable customers, accelerate buying decisions, and identify opportunities to improve sales productivity.

87%

Financial institutions that view the main goal of customer-centric initiatives to be retaining existing customers

Source: SAP Performance Benchmarking

Benefits

- Enable customers with multichannel engagement
- Resolve customer issues quickly and correctly
- Leverage social-media data and engage customers
- Motivate and inform a diverse sales force



Core Insurance Operations

SAP Solutions

Core Insurance Operations

Priorities

SAP Solutions

To compete, insurers must streamline operations and bring relevant products to market quickly. They need to ensure a favorable experience during the policy-application and claims processes and stay transparent to possible risk.



As insurance becomes a commodity to a growing number of consumers, insurers must quickly bring targeted products to market. They must also administer policies across lines of business to gain a 360-degree view of the customer base.

The claims process is not only an insurer's largest spend; it's also a defining moment for customers. It can influence a customer's loyalty and their decision to stay with a carrier or move on and tell all of their friends why.

Insurers must have transparency into risk that is ceded to reinsurance and administer their reinsurance portfolio in real time.

With customer expectations constantly on the rise, many insurers now view billing and payment as a sales and marketing service rather than a financial process. Insurers use efficient billing and payment as one way to meet customer expectations across all distribution channels and establish a customer-centric approach.

13%

Financial institutions that are able to quickly and cost effectively develop new product, assess viability and strategic fit, run a pilot test, and launch

Source: SAP Performance Benchmarking



Core Insurance Operations

SAP Solutions

Core Insurance Operations

Priorities

SAP Solutions

Streamline core insurance operations while getting targeted products to market quickly.

Release targeted insurance products to customers quickly. Optimize the claim process to reduce costs and increase customer satisfaction. Bring transparency to the reinsurance process and enhance billing and payment processes.

Product and Policy Lifecycle

Streamline policy-administration processes and achieve flexible maintenance of existing and new products. Use product templates to create and deliver varied offerings to customers and support multiple lines of business in a single solution.

Claims Lifecycle

Reduce loss-adjustment expenses and increase customer loyalty and retention through an integrated, complete claims process.

Reinsurance Lifecycle

Administer reinsurance contracts and facilitate recovery through transparency into treaty administration. Expand the amount of business ceded to reinsurance.

Billing and Payments

Realize greater cost-efficiency through integrated, customer-centric billing across all products and lines of business.

27%

Organizations that effectively use lower-cost channels such as the Internet and mobile technology for customer service to regulate the traffic to higher-cost channels

Source: SAP Performance Benchmarking

Benefits

- Streamline processes
- Cut operational cost and complexity
- Increase customer satisfaction
- Increase transparency into ceded risk
- Maximize cash-flow efficiency



Finance, Investments, and Compliance

SAP Solutions

Finance

Priorities

SAP Solutions

Best practices enable finance executives to walk a fine line – balancing sound stewardship and value creation, enabling entrepreneurship while exercising caution, and seeing the big picture as well as the small details.



With software solutions for finance, insurers can optimize regulatory-compliance efforts and manage risk, exceed financial objectives and create sustainable value, and deliver superior service at lower cost.

To align performance with strategy, executives use software to adjust plans and allocate resources for rapid market change. They define and cascade strategy, model cost drivers, improve financial forecasting, and report on and analyze massive amounts of data.

With cross-functional insight, managers can streamline budgeting processes, capture growth opportunities, short-circuit predicted variances against key performance indicators, and create a customized business flow to achieve goals.

The result is increased profitability and a closer match of tactics with organizational vision.

44%

Lower audit cost as percentage of revenue in organizations that streamline and automate financial compliance processes

Source: SAP Performance Benchmarking



Finance, Investments, and Compliance

SAP Solutions

Finance

Priorities

SAP Solutions

Achieve financial excellence through responsible risk management, carefully balanced investments, and compliance with industry regulations.

Insurers face sustained market volatility, changing accounting standards and regulations, and demand from managers for real-time insight at any time, from anywhere. To succeed, insurers need an integrated finance-and-risk data platform that addresses these needs.

Strategy, Planning,
and Consolidation

Manage financial and operational performance to gain accurate insight into costing, improved financial planning, and forecasting.

Governance, Risk,
and Compliance

Monitor key risk indicators and compliance effectiveness, business processes, and IT solutions to align risks with compliance strategy.

Accounting and
Controlling

Help insurers run accounting and financial close quickly, accurately, and in compliance at lower costs.

Investment and
Asset Management

Achieve compliance and enable transparency on one platform for the complete asset, investment accounting, and risk-management business.

60%

Less time to close annual books for top quartile insurance companies versus average insurance companies

Source: SAP Performance Benchmarking

Benefits

- Gain real-time insight into business performance
- Shorten time to close and reduce process costs
- Prepare timely and accurate reports
- Optimize the management of cash and liquidity
- Streamline and integrate the product portfolio
- Capture growth opportunities



People and Talent

SAP Solutions

People and Talent

Priorities

SAP Solutions

Workforce talent is a true competitive advantage and is critical to aligning business strategy and execution. Best-run organizations achieve profitable growth by leveraging their talent and being more innovative than competitors.



For growth and an agile response to business change, organizations must innovate. This means empowering people with the knowledge and technology that make innovation possible. Companies must also expand into new markets, adapt to local practices, and tap into local talent.

Part of achieving growth and agility is identifying and retaining top employees acquired through mergers and acquisitions. Organizations that quickly respond with the right talent in the right places will have a unique advantage in the marketplace.

32%

Lower employee turnover by using analysis of workforce data to design, implement, and monitor workforce optimization strategies

Source: SAP Performance Benchmarking



People and Talent

SAP Solutions

People and Talent

Priorities

SAP Solutions

Enable growth and sustainability while maintaining service by providing choice in the delivery of HR processes and services.

Insurers can succeed by supporting global processes, integrating technology, and enabling real-time insight on-premise or on-device. In doing so, companies can derive greater value from their investments, increase employee and customer satisfaction, and improve business performance.

Core Human
Resources and
Payroll

Consolidate HR and payroll processes on a common global platform for integrated workforce data and legal compliance.

Talent Management

Improve strategic alignment, increase productivity, and get results faster by identifying, developing, and retaining talent.

Time and
Attendance
Management

Streamline time-management processes to make resources more effective and increase visibility and control of labor costs.

Workforce Planning
and Analytics

Identify and analyze talent gaps and streamline workforce planning for effective management of workforce demand and supply.

38%

Lower costs for HR organizations with a high degree of internal integration compared to organizations with a fragmented HR environment

Source: SAP Performance Benchmarking

Benefits

- Align people with business strategies
- Support global expansion into new markets
- Improve productivity and engagement
- Provide real-time insight into business needs



Procurement

SAP Solutions

Procurement

Priorities

SAP Solutions

While companies often focus on revenue, procurement savings can increase profits about five times more. The key to maximizing procurement's success in this critical role is to deliver consistent quality, savings, and compliance over time.



Procurement leaders set a baseline for success by implementing best practices, excelling in category expertise, and working with key stakeholders on cost-control programs.

While savings is always a priority, new objectives have emerged as well. Procurement must manage supplier risk and performance, improve process efficiency, drive innovation, and ensure sustainability practices.

Insurers need solutions with the tools to cut costs as well as add value and support spend analysis, sourcing, contract management, operational procurement, supplier-information management, and risk and performance management. These solutions are available both on-premise and in the cloud.

These tools, when coupled with an unparalleled business network, drive real-time insight and efficiency that can be delivered only through effective collaboration.

30%

Higher average annual savings experienced by companies with a single, integrated procurement solution

Source: SAP Performance Benchmarking



Procurement

SAP Solutions

Procurement

Priorities

SAP Solutions

Drive sustainable savings while supporting innovation.

Help ensure best practices in the source-to-pay process, on premise, or in the cloud while leveraging the power of network collaboration for efficiency and insights.

Supplier Discovery
and Lifecycle
Management

Find new suppliers through the Ariba Network and manage these relationships through supplier-management solutions.

Strategic Sourcing
and Contracting

Identify and act on sourcing opportunities and create favorable, low-risk supply contracts.

Procurement and
Order Collaboration

Realize savings with compliant, intuitive, self-service procurement and collaboration on the Ariba Network to make transactions more efficient.

Collaborative Invoice
to Pay

Drive invoice automation and exception management with dynamic discounting on the Ariba Network.

65%

Lower procurement process costs for companies that use a supplier portal to acknowledge and confirm orders

Source: SAP Performance Benchmarking

Benefits

- Optimize spend under management
- Increase average annual savings
- Decrease full-time equivalent per billion in spend
- Drive innovation across suppliers
- Reduce cost and risk with faster turnaround



IT Management

SAP Solutions

IT Management

Priorities

SAP Solutions

Insurers benefit from aligning goals and forging a strategic partnership with their IT organizations. Business-oriented IT management fosters innovation and maximizes efficiency and responsiveness.



IT organizations no longer decide which technology projects to fund. Businesses make these decisions based on the value they derive from their IT investments.

In many organizations, however, IT manages only the technical landscape. To be more essential to the overall enterprise, it is important that IT position itself as a business that generates value.

This change is not easy to achieve when burdened with the limitations of legacy software environments.

By embracing technology innovation, insurers can overcome the obstacles of legacy solutions. Through best practices, companies can enhance efficiency, continuity, and responsiveness – making IT more strategic to the business. This, in turn, puts IT in a position to adopt new technologies such as mobile, in-memory, and cloud computing, generating unprecedented value.

2x

Increase in projects delivered on or ahead of time when top-performing IT management overachieves on value drivers

Source: SAP Performance Benchmarking



IT Management

SAP Solutions

IT Management

Priorities

SAP Solutions

Achieve best-run IT status by mitigating risk, helping ensure flexibility and scalability, controlling costs, and maximizing strategic value.

Help ensure business continuity, drive efficiency, and increase IT responsiveness to business objectives with IT-management solutions for businesses of any size.

Application Lifecycle
Management

Use application lifecycle management (ALM) best practices, methods, and services based on IT infrastructure library (ITIL).

IT Infrastructure
Management

Monitor all network assets to drive integrated infrastructure and application lifecycle.

IT Portfolio and
Project Management

Align the portfolio and manage projects to efficiently drive innovation.

IT Service
Management

Align service-desk operations with service-level agreements (SLAs), resolve SLA incidents fast, and adopt ITIL best practices to meet evolving business goals.

IT Strategy and
Governance

Track IT costs and risk to align risk and compliance activities with business impact.

31%

Greater business satisfaction rating in organizations with more mature alignment of business and IT strategy

Source: SAP Performance Benchmarking

Benefits

- Better alignment of IT to business strategy
- Shorter IT delivery and business cycles
- Lower ratio of IT budget to maintenance
- Reduced costs for system upgrade and operations
- Lower cost of risk mitigation/revenue loss
- Reduced downtime of critical business systems



Technology Solutions

SAP Solutions

Technology Solutions

Priorities

SAP Solutions

Insurance carriers are driving transformation through innovation. Technology enables the real-time enterprise to improve the value of information, create new developer and user experiences, and “unwire” the business to engage all users.



4

“Cloud, social networking, mobility and the strategic use of information are the four forces that combine to create a new era of computing and new opportunities for business.”

Source: Gartner, “SAP Is Driving Analytics, Cloud and Mobility in the Nexus of Forces,” Donald Feinberg, August 24, 2012

As software users become more technically savvy, their needs change. They expect predictive analysis, real-time insights, and access to applications from the latest mobile devices. They expect full integration with their favorite social-media platforms. These demands will only grow as the number of users expecting access grows.

At the same time, data volumes are exploding while the window to capitalize on opportunities is shrinking. Business users must be

empowered with information that is available in a new class of real-time applications. Developers must have a platform they can use to innovate quickly.

While today’s challenges may be complex, innovative solutions can make the difference between surviving and thriving.

Technology Solutions

SAP Solutions

Technology Solutions

Priorities

SAP Solutions

20%

“Through 2015, organizations integrating high-value, diverse, new information types and sources into a coherent information management infrastructure will outperform their industry peers financially by more than 20%.”

Source: Gartner, “Hype Cycle for Information Infrastructure, 2012,” Michael Blechar, July 31, 2012

Shape the future of the insurance industry.

By embracing innovation, companies can free up resources to maintain outdated technology. Insurers can enhance the customer experience in real time through multiple channels and reduce the IT footprint through modular, open, standards-based cloud deployments and mobile applications.

Analytics

Increase the value of data with real-time, predictive analytics, business intelligence, and performance and risk management for optimal decision making.

Data Management

Zero in on the right information at every level of the enterprise. Manage critical data with scalable, trusted solutions that optimize performance.

Application Development and Integration

Develop applications and innovation rapidly in a mobile, always-on world of collaborative business networks for secure, cloud-scale applications.

Enterprise Mobility

Unwire your employees, customers, and partners with proven, highly rated mobile solutions.

Consumer Experience

Use real-time, consumer-grade software to increase productivity and competitiveness that results in innovative consumer applications.

SAP HANA Platform

Streamline applications, analytics, planning, and predictive analysis on a single platform based on in-memory technology.

Benefits

- Operate your business in real time
- Reduce time to value and speed up innovation
- Turn data into an enterprise asset
- Unwire the business to maximize engagement



SAP Innovations

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

65%

Organizations that believe cloud computing will amplify other technology megatrends such as mobile, Big Data, and analytics

Source: SAP Performance Benchmarking

Common goals for insurance companies are engaging customers, providing a high level of service, increasing transparency, and maximizing profitability. Now more than ever, technology allows companies to achieve these goals.



Insurance companies often run many different software solutions to manage different aspects of operations. With technology, companies can integrate all of these areas and enable a step-by-step transformation for Big Data, mobile solutions, analytics, and cloud computing.

Mobile computing solutions allow insurers to connect with customers and employees anytime, anywhere, on any mobile device.

With powerful analytics software, insurers integrate, analyze, and disseminate information about operations to achieve transparency and support decisions and service.

Insurers leverage the power of cloud computing through on-demand solutions that are implemented quickly with low overhead and no software to manage. Using these solutions, insurers store and analyze massive amounts of data in-memory for accurate, real-time analytics.

With this technology, insurers can understand and serve customers better, enhance sales, and give agents access to the information they need to be more effective.

SAP Business Suite Powered by SAP HANA

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

SAP Business Suite software powered by the SAP HANA platform enables insurance companies to be first to market with products consumers want, to maximize brand and promotion investments, and to keep performance and risk in balance.



Customer Intimacy and Market Insight

Identify market trends in real time to focus your go-to-market on high-potential opportunities. Immediately assess top-performing promotions to create sustainable increases in baseline volume. Quickly find opportunities to grow profitable revenue and volume.

Core Insurance Operations

Instantly analyze customer data to identify innovation opportunities and deliver products and services to the market faster than the competition. Monitor up-to-the-minute customer response to product innovations to help ensure market success. Using SAP Business Suite powered by SAP HANA, insurers obtain faster insight into billing, payments, and disputes to help ensure customer satisfaction and improve liquidity.

Finance, Performance, and Risk and Compliance

Minimize time needed to close the books and reduce the cost of finance with a single source of corporate data that provides deeper, faster insight to the smallest detail. Stay compliant through faster monitoring and reporting on drivers of performance and risk.

SAP HANA

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

Fast access to data on customers, risk, finance, and operations helps insurers identify the right customers, offer the right products, analyze risk, optimize performance, and limit fraud. By managing Big Data faster and more effectively, companies achieve competitive advantage.



Market Insight and Customer Intimacy

SAP HANA quickly analyzes and integrates customer data from core software with data from external sources such as social profiles and sentiment-analysis findings. Faster access and a better understanding of customers let insurers engage effectively through traditional, social, and mobile channels.

Core Insurance Operations

Product, policy, and claims lifecycles generate huge volumes of data. SAP HANA helps insurers process and optimize this data across books of business and legal entities. This maximizes transparency and speeds information flow in planning, forecasting, pricing, and offers.

Compliance and Fraud Detection

SAP solutions let insurers integrate structured and unstructured data from multiple sources. The solutions help risk and finance organizations meet new regulatory challenges and protect customers from fraud.

SAP HANA gives access to Big Data with real-time fraud-pattern analysis and prevention strategies to identify claim fraud and avoid payments on illegitimate claim requests.

53%

Of organizations report a big gap between the availability of Big Data and their ability to analyze it for insights

Source: SAP Performance Benchmarking



SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

40%

Higher employee productivity
where mobile access is
provided to employees
across all levels

Source: SAP Performance
Benchmarking

Mobile

Mobile technology provides a means to connect, interact, and engage with customers during policy-purchase and claims cycles anytime, anywhere. This technology simultaneously empowers marketing, sales, and operations with real-time visibility to policyholder and claims data.



Drive Sales and Product Innovation

With mobile solutions from SAP, insurers enhance sales and service while maximizing productivity. Sales agents gain mobile access to enterprise software for up-to-date information on customers, contracts, claims, and payments. This accessibility gives agents information they need to give customers quotes and cross-sell and up-sell.

Reduce Operational Costs

Mobile apps give customers self-service access to policy-coverage and claims information to make operations more productive and enhance customer satisfaction. With SAP solutions, insurers increase productivity for mobile-claims handlers by providing information at a glance and enabling fast, efficient claims-capturing and settlement. The solutions also support claims-management processes through mobile collaboration with third-party service providers.

Make Informed Decisions

Mobile solutions from SAP let insurance executives gain instant insight into critical data. This technology gives mobile access to key performance indicators, reports, analytics, and approvals to support decisions and streamline processes.



Analytics

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

Analytics improve visibility into key performance indicators across business operations, risk, finance, and customer operations. Predictive-modeling analytics enable fraud reduction and greater customer insight.



Drive Profitable Sales of Innovative Products

Analytics solutions from SAP can enable deep, granular-level insight into transaction data as it is generated. This precise, immediate information helps insurers identify new products, segment customers, and make up-sell offers more quickly. It also supports customer service by giving employees sales and customer insight.

Reduce Operational Costs

Claims optimization is the greatest opportunity for an insurer to reduce operational cost and increase customer satisfaction. Through intelligent analytic data, insurers gain insight into claims operations and identify and avoid redundancies and inefficiencies.

Support Business and Finance Decisions

Analytics from SAP provide enhanced visibility into risk and losses and help insurers analyze and predict potential fraud. The solutions expose risk and give frontline employees sales and customer insight for better service.

68%

Organizations that have limited or no predictive modeling capabilities or complex optimization techniques for Big Data analysis

Source: SAP Performance Benchmarking 2012



Cloud

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

85%

Believe cloud computing will have a major impact on their organization through efficiencies, innovation, or competitive differentiation

Source: SAP Performance Benchmarking

The speed and flexibility offered by cloud computing is creating new opportunities for best-run insurance companies. Cloud applications from SAP and the open SAP HANA Cloud platform allow providers to build differentiating solutions at the point of engagement – establishing nimble global business networks.



People and Talent

Cloud-based solutions from SAP help insurers to engage, motivate, and retain employees and enable growth, efficiency, productivity, and profitability. Using SAP solutions, insurance companies can focus on intuitive talent management, assessment, and reviews as well as recruiting, performance management, and compensation management.

Purchasing and Sourcing

Solutions from SAP enable efficient procurement and commerce processes as well as industry-leading, cloud-based technology and the world's largest Web-based trading community. Insurers can connect with trading partners anywhere, anytime, from any application. These solutions speed time to value and boost savings by automating and streamlining the source-to-contract process.

Market Insight and Customer Intimacy

A hybrid deployment of cloud-based and traditional software provides a winning combination to support insurance sales processes. A cloud-based social business network enables agencies, brokers, and banks to connect virtually for productive collaboration. This network, combined with on-demand sales-force management software, sets the foundation for long-term success.

Best-Run Customers

Best-Run Customers

Allianz

Caser Seguros

New China Life

Taikang Life

Why SAP?

10 of the top 10 property and casualty insurers run SAP.

9 of the top 10 life insurers run SAP.

The top 4 reinsurers run SAP.



19

Of the world's top 20
insurers run SAP



Customer Co-Innovation

Best-Run Customers

Allianz

Caser Seguros

New China Life

Taikang Life

Why SAP?

SAP co-innovates with leading insurers to establish new enterprise architectures for strategic growth. By transforming operations and modernizing IT environments, insurers achieve strategic and operational goals.

Insurance Advisory Council

Through the Insurance Advisory Council, SAP leads co-innovation and enables continuous enhancements across finance, operations, and risk and compliance.

Co-Innovation Partners

SAP has strategic partnerships within core industry segments such as reinsurance, policy management, product management, and health-insurance claims.

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Best-Run Customers

Allianz

Caser Seguros

New China Life

Taikang Life

Why SAP?

Allianz UK: Building a Value Management Foundation for Business Transformations

Objectives

- Balance portfolio management across all business lines
- Create business cases to support projects and programs
- Improve value realization from approved or live projects
- Drive objective, value-based prioritization of projects, assigning adequate resources to high-value projects

Approach

- Introduce Allianz to value management discipline and best practices through a pilot project, enabling value management concepts to be put on the agenda of key decision-making bodies
- Demonstrate, through a pilot project for value adoption, how this helps realize benefits and value to the organization

Aims

- Improved decision-making criteria and process for large transformational programs
- Holistic approach to portfolio management to drive economies of scale and sequence projects for maximum time to value and minimal risk

4

Weeks to develop collaborative value assessment in first project

13

Allianz people interviewed during business case process

1

SAP Value Academy program attended



Best-Run Customers

Allianz

Caser Seguros

New China Life

Taikang Life

Why SAP?

Caser Seguros: Improving Data Quality and Reporting with SAP Business Planning and Consolidation

Objectives

- Unify disparate data-consolidation processes in a single system
- Simplify the consolidation of data from insurance institutions and other groups
- Improve data quality and reporting capacity

Resolution

- Integrated the SAP Business Planning and Consolidation application with the external systems of the group's shareholder institutions
- Met implementation target time of 4 months
- Collaborated with IT, business, and partner for fast implementation and user training

Key Benefits

- Automated data-consolidation processes, enabling swift integration of new companies
- Improved data quality for instant and accurate reporting
- More time available for data analysis and other value-added activities

50%

Reduction in data-consolidation time

300%

Increase in data-consolidation coverage

90%

Improvement in reporting control



Best-Run Customers

Allianz

Casler Seguros

New China Life

Taikang Life

Why SAP?

New China Life: Supporting Innovation with New and Upgraded Solutions from SAP

Objectives

- Reduce system complexity and maintenance costs
- Use new functionality to meet changing market demands and shorten development time

Resolution

- Upgraded SAP ERP application to the latest version
- Implemented SAP NetWeaver Business Warehouse and SAP NetWeaver Portal components
- Enabled employee self-service in the SAP ERP Human Capital Management solution

Key Benefits

- Improved flexibility and stability to shorten innovation cycle
- Enabled future application of enhancement packages
- Built a sustainable landscape based on SAP Business Suite software to support future business expansion and IT development
- Consolidated and simplified systems for less maintenance and lower costs

1,168

Successful use cases

50%

Faster system response

3

Projects in a single initiative



Best-Run Customers

Allianz

Caser Seguros

New China Life

Taikang Life

Why SAP?

Taikang Life: Adopting Best Practices of Financial Management with SAP ERP

Objectives

- Improve the quality and transparency of financial information
- Reduce costs with strict budget management and expenditure control
- Improve work efficiency
- Raise the level of risk management

Resolution

- Implement the SAP ERP application in 2005, with subsequent upgrades
- Integrated three main business systems into SAP ERP
- Achieved best practices in financial management

Key Benefits

- Establishment of an international financial management platform
- Increased productivity of finance staff
- Improved ability to meet financial-related KPIs
- Development of multidimensional profitability analysis
- Improvement of international management standard

30%

Increase in
accounting
efficiency

2.5%

Reduction of
business and
management costs

1

Day earlier cash
upward integration

Why SAP?

Best-Run Customers

Allianz

Casler Seguros

New China Life

Taikang Life

Why SAP?

SAP solutions for the insurance industry enable the customer-centric insurer to drive sales and service of innovative products and cut costs while staying compliant to regulators and transparent to stakeholders.

Integrated Insurance Platform

SAP offers the most comprehensive portfolio of solutions for the insurance industry, enabling providers to focus on their key business processes and activities.

Leveraging Breakthrough Innovations

SAP solutions are based on the industry's most innovative technologies including the SAP HANA platform, mobile solutions, analytics, and cloud solutions that enable business-process optimization at low cost.

40 Years of Delivering Value to Insurers

The world's leading insurance and reinsurance companies rely on SAP software to enable their core business and enterprise processes.

Why SAP?

Best-Run Customers

The best-run insurance organizations rely on SAP.

Allianz

More than 2,000 insurers use SAP software.

Caser Seguros

More than 1,500 insurers use SAP software for analytics, performance, and governance.

New China Life

More than 600 insurers use SAP software for back-office functions such as finance, HR, and purchasing.

Taikang Life

300 insurers use SAP software for core insurance processing.

Why SAP?

More than 1.3 million agents and brokers have their sales processed and commissions calculated by SAP software.

More than 30% of the world's active reinsurance and more than 15% of the world's ceded reinsurance is processed by SAP software.

More than 400 million people each month receive and pay insurers through the SAP Collections and Disbursements for Insurance application.



Find Out More About How Your Organization Can Become Best-Run

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