

# The Customer-Centric Insurer



## Becoming a Customer-Centric Insurer

### Market Situation

#### Customer-Centric Insurer

#### Business Priorities

#### 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."



## The Customer-Centric Insurer

Market Situation

**Customer-Centric Insurer**

Business Priorities

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.

## Priorities for Best-Run Companies

Market Situation

Customer-Centric Insurer

### Business Priorities

SAP Innovations

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
- Human Resources
- Procurement
- Information Technology
- Technology and Platform



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

## SAP Innovations

Market Situation

Customer-Centric Insurer

Business Priorities

**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 solutions from SAP provide the ability to move nonstrategic functions onto low-cost and low-risk platforms while helping to ensure 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

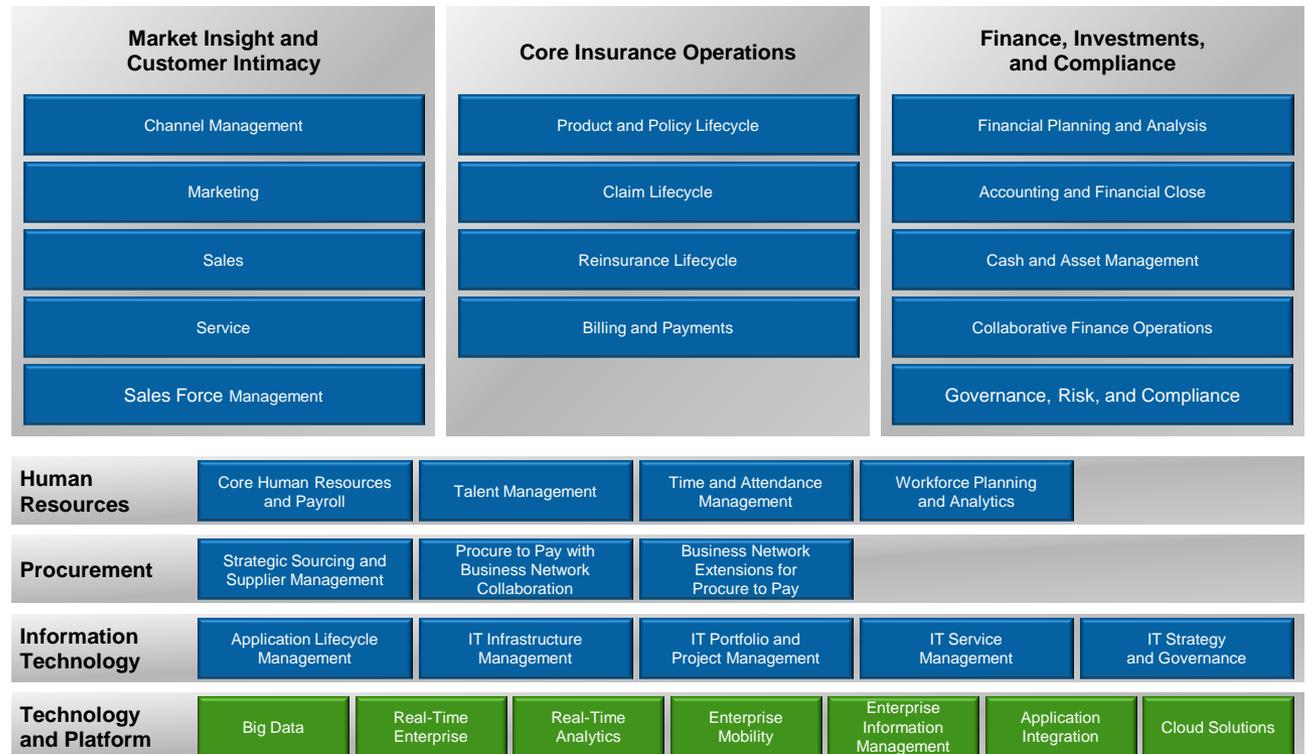
Finance

Human Resources

Procurement

Information Technology

Technology and Platform



## 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 loyalty and retention by innovating 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.

### Channel Management

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

### Marketing

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

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

### Services

Build lasting customer loyalty by orchestrating consistent customer experiences, making sure that every interaction builds on previous engagements to create a meaningful dialog.

### Sales Forces 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.



# 13%

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

Source: SAP Performance Benchmarking

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.

## Core Insurance Operations

SAP Solutions

### Core Insurance Operations

Priorities

#### SAP Solutions

# 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

### Streamline insurance operations while getting 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.

### 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**

### **Excel with risk management, balanced investments, and compliance.**

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.

#### Financial Planning and Analysis

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

#### Accounting and Financial Close

Run accounting and financial close quickly, accurately, and in compliance at lower cost.

#### Cash and Asset Management

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

#### Collaborative Finance Operations

Drive invoice automation and exception management with dynamic discounting.

#### Governance, Risk, and Compliance

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

# 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



## Human Resources

SAP Solutions

### Human Resources

#### Priorities

SAP Solutions

Talent is a true competitive advantage today and critical when aligning business strategy and execution. Best-run organizations achieve profitable growth by leveraging their talent and out-innovating the competition.



For organizational growth and an agile response to business change, organizations must give people the knowledge and technology to facilitate innovation.

Organizations that quickly respond with the right talent in the right places will have a unique advantage in the marketplace.

They must also move into new markets, adapting to local practices and tapping the right local talent. In addition, they must identify and retain new talent acquired through mergers and acquisitions.

# 32%

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

Source: SAP Performance Benchmarking



# Human Resources

SAP Solutions

## Human Resources

Priorities

SAP Solutions

### Enter the new world of work.

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.

#### Core HR and Payroll

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

#### Talent Management

Improve strategic alignment, increase productivity, and accelerate results by identifying, developing, motivating, and retaining talent.

#### Time and Attendance Management

Streamline time management processes to enhance resource effectiveness and visibility into, and control over, labor costs.

#### Workforce Planning and Analytics

Identify and analyze talent gaps and streamline workforce planning for efficient and 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 with far higher impact. The key to maximizing procurement's success in this critical role is to deliver consistent quality, savings, and compliance over time. That calls for innovative solutions that boost efficiency and insight.



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.

You need solutions that give you the tools to cut costs, as well as add value. These tools need to support processes including spend

analysis, sourcing, contract management, operational procurement, services procurement, supplier information, risk and performance management, and invoice management. At the same time, procurement plays a role in helping finance optimize the company's cash position through discount management programs.

These tools, when connected to and facilitated by an unparalleled collaborative business network, drive real-time insight and efficiency that can only be delivered through the "power of many."

# 60%

Improvement in annual average savings by leveraging technology for sourcing and procurement processes

Source: SAP Performance Benchmarking



# Procurement

SAP Solutions

## Procurement

Priorities

### SAP Solutions

## Drive sustainable savings while supporting innovation.

Ensure best practices within the source-to-pay process in the cloud, while leveraging the “power of many” through network collaboration to realize greater efficiency, gain real-time insights, and achieve true procurement excellence.

### Strategic Sourcing and Supplier Management

Find new suppliers through Ariba Network and manage these relationships through supplier management solutions. Identify and act on sourcing opportunities, and create favorable, low-risk supply contracts.

### Procure to Pay

Realize savings with compliant, user-friendly, self-service procurement; services procurement; and plan-driven procurement. Collaborating on Ariba Network makes catalog management, purchase order collaboration, and invoice-related transactions even more efficient.

### Business Network for Supplier Collaboration

Leverage Ariba Network even further to drive advanced invoice automation and exception management. Manage cash by taking advantage of dynamic discounting opportunities.

# 55%

Lower FTE per billion in spending for companies conducting electronic supplier collaboration on a network

Source: SAP Performance Benchmarking

## Benefits

- Optimize spend under management
- Increase average annual savings
- Cut FTEs per billion in spend in spend
- Drive innovation across suppliers
- Reduce cost and risk
- Accelerate turnaround



## Information Technology

SAP Solutions

**Information Technology**

**Priorities**

SAP Solutions

Businesses enterprises should forge strategic business partnerships with their IT organizations by aligning goals. And business-oriented IT should maximize efficiency and responsiveness by running IT like a business.



Research shows that lines of business want to ascertain the value of their IT investments, which means that IT organizations no longer decide alone which IT projects to fund.

The challenge is that IT management is often seen as just running the technical landscape. To become more relevant to an enterprise, IT needs to reposition itself to run like a business.

SAP offers an integrated portfolio of solutions to do just that. New technologies like mobile, in-memory, and cloud computing generate value to a business in an unprecedented way.

However, these new technologies also make IT landscapes more complex, requiring more tools to manage them. By leveraging SAP solutions along with following best practices – CIOs, CEOs, other executives, management, and employees can tap into and help ensure efficiency, continuity, and responsiveness, making IT more strategic to the business.

# Information Technology

SAP Solutions

**Information Technology**

Priorities

**SAP Solutions**

**Evaluate and control risk, enable flexibility and scale, control and optimize costs, and maximize strategic value.**

Promote business continuity, drive efficiency, increase IT responsiveness to business objectives – with IT management solutions designed for any size business.

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

Manage projects and align the portfolio to drive innovation efficiency.

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.

## Benefits

- Better alignment of IT to business strategy
- Shorter IT delivery and business cycles
- Maximize return on IT
- Reduce system upgrade and operation costs
- Lower risk mitigation cost and revenue loss
- Reduce critical business system downtime



## Technology and Platform

SAP Solutions

**Technology and Platform**

**Priorities**

SAP Solutions

Technology solutions can make the difference between surviving and thriving. And businesses know that they need to innovate to drive transformation. Technology and platform solutions from SAP enable quick adoption of cutting-edge technology to run the business better and faster with agility and innovation.



Users expect to run a real-time business with collective insights from real-time analytics for better decision making, prioritization, forecasting and modeling of outcomes, and access to applications from the latest mobile devices. They demand that these capabilities seamlessly integrate with their favorite social platforms, allowing cross-stakeholder collaboration.

At the same time, data volumes are exploding while the window for capitalizing on opportunities is shrinking. Users must be empowered with information from real-time applications available securely on any device. And developers need a platform to innovate faster.

SAP enables the real-time enterprise with an innovative data platform to power a new class of real-time analytics and applications that give businesses a true competitive advantage. Companies can harness the value of Big Data, while improving governance with timely, trusted, and consistent information.

Plus, SAP provides a comprehensive set of cloud solutions, including line-of-business applications as well as social and business network collaboration. SAP HANA Cloud Platform enables customers to build new apps or extend and customize existing ones with managed and subscription-based services.

# Technology and Platform

SAP Solutions

## Technology and Platform

Priorities

### SAP Solutions

## Drive transformation and help the business thrive with technology.

Technology and platform solutions delivered by SAP enable the real-time enterprise by unleashing the power of collective insights, empowering developers to innovate, and unwiring the business.

#### Big Data

Achieve tangible results on every business priority by accelerating how users acquire, analyze, act on, and apply insights continuously.

#### Real-Time Enterprise

Power a new class of real-time analytics and applications with an innovative data platform to give businesses a real competitive advantage.

#### Real-Time Analytics

Unleash collective insight through enterprise business intelligence, agile visualizations, and advanced analytics on any device and platform.

#### Enterprise Mobility

Deliver a platform for mobile development and security to innovate employee and consumer apps for any mobile device..

#### Enterprise Information Management

Maximize the value of business data – both structured and unstructured – across the organization.

#### Application Integration

Integrate application delivery to maximize agility across people, processes, and systems – within and beyond the SAP software landscape

#### Cloud Solutions

Extend existing on-premise apps and infrastructure to enable new innovative business processes, gain greater insights, and unlock new business value.

## Benefits

- Enable real-time operations
- Lower time to value
- Turn data into an enterprise asset
- Innovate customer engagement



## SAP Innovations

### SAP Innovations

Applications

The SAP HANA Platform

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

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

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

Insurers leverage 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 huge 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

The SAP HANA Platform

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.



### Market Insight and Customer Intimacy

Identify market trends in real time to focus 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 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.



## The SAP HANA Platform

SAP Innovations

Applications

**The SAP HANA Platform**

Mobile

Analytics

Cloud

# 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

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.



SAP Innovations

Applications

The SAP HANA Platform

**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

The SAP HANA Platform

Mobile

**Analytics**

Cloud

# 68%

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

Source: SAP Performance Benchmarking

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 solutions 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.

## Cloud

SAP Innovations

Applications

The SAP HANA Platform

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 solutions from SAP and SAP HANA Cloud Platform allow providers to build differentiating solutions at the point of engagement – establishing nimble global business networks.



### Human Resources

Cloud 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.



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.

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## Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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