

SSP BUSINESS ANALYTICS

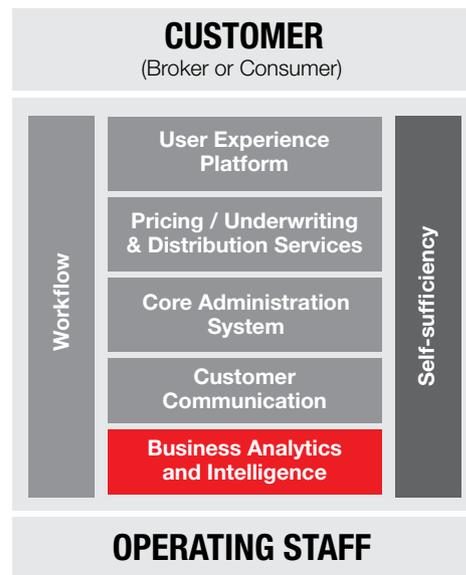
WHAT IS SSP BUSINESS ANALYTICS?

SSP Business Analytics is an industry leading, out-of-the-box, scalable solution with all the tools necessary to enable rapid, insight-driven decision making, while reducing demand on your IT teams. The solution is able to identify poorly performing areas of business, new opportunities and growth through customisable dashboards, scorecards and forecasting reports.

WHY CHOOSE SSP BUSINESS ANALYTICS?

SSP Business Analytics provides a suite of reporting dashboards and KPI's that can then be configured by business users. This allows you to:

- Provide better service levels by proactively identifying areas for service improvements and SLA measurements delivering appropriate service to different customer segments
- Provide analysis by business partner, broker, supplier and channel
- Ensure compliance with streamlined reporting, from KPI's down to individual transactions at the click of a mouse
- Increase productivity with multi-dimensional performance metrics, using external sources to compliment the data from SSP
- Improve marketing effectiveness with campaign tracking ensuring that the right prospects are targeted appropriately and the outcome of the campaign tracked
- Align marketing, service, and sales resources around the customers that provide optimal profit
- Analyse patterns of data across quote versions, policies and claims
- Review "cold spot" data where policies were not bound to assist with pricing and underwriting footprint reviews
- Trust "one version of the truth" to deliver operational consistency across the data set.



HOW IT WORKS - CORE FEATURES

SSP Business Analytics is a pre-configured solution, enabling you to begin intelligently harnessing your data from day one. With add-ons available, and designed for scalability the solution is designed to grow with your business.

Core Features	What it does
CONFIGURABLE BY BUSINESS USER	Reduces demands on your IT department whilst enabling reporting to directly reflect your business processes.
MULTI-DIMENSIONAL REPORTING METRICS	Increase teams' productivity, from customer quote to policy acquisition, servicing, finance, claims, exposure management/accumulations and reinsurance teams. Providing a different lens on the same data.
CUSTOMISABLE REPORTS	Define the data you want, when you want, and distribute to who you want.
SEPARATE REPORTING AND OPERATIONAL DATABASES	Removes operational impact upon your database and ensures real-time retrieval of the data you require.
SINGLE SOURCE OF DATA AVAILABLE ACROSS THE BUSINESS	Delivering operational consistency, with all of your teams working on the same data in real-time.
STREAMLINED REPORTING	Ensure compliance with the ability to click down to individual transactions across your business.

BUSINESS ANALYTICS

Business Analytics is becoming increasingly vital to every part of the insurance business. Insurers (and MGAs) need capabilities that address a wide variety of questions across marketing, distribution, sales and credit.



For further information on SSP Business Analytics, call us on **0800 590 705** or visit www.ssp-worldwide.com

