

## QlikView helps Zurich Insurance manage its risk

“ QlikView is a very good tool for minimizing risks. And it is fair to say that, as an insurance company, we are kind of connoisseurs in the risk management area. ”

*Göran Wahldén, Business Developer, Zurich Insurance*

The Zürich Insurance company in Stockholm offers tailor made insurance solutions for companies in the Nordic region. Among the customers are 800 of the largest public corporations in the region. With 45 % of the Nordic market and €150 million in annual revenue, Zürich is the market leader. Close business relations and a detailed understanding of each customer’s needs are why Zürich can live up to its high service targets. As a part of an international corporation, the Nordic operation is able to offer local insurance contracts virtually anywhere in the world.



### Fast answers to unpredictable questions

The Nordic operation focuses completely on corporate customers and therefore they have different needs for analysis and reporting than the Zürich divisions that also handle private customers. Göran Wahldén is a Business Developer

at Zürich in Stockholm and has been involved in the implementation of the system they use today. “The backbone for our analysis solution is our in-house insurance system FIRST,” explained Göran. “Before Qlikview we used MS Access to compile and analyze the data we retrieved from First. This was time consuming and lacked the kind of flexibility that our end users needed. To get the answers, they had to contact one of four specialists every time they had a new need for analysis.”

The end users of Zürich’s QlikView applications are the underwriters. In the insurance business these are the people who assess the risks and business potential of all insurance solutions. The term underwriter comes from the fact that they are the ones who within certain limits can act as signatory for the firm. To do that, they need to compile risks, costs and insurance premiums. For that, they need a tool that makes it easy to link different local databases together. To be able to draw valuable conclusions from the data, they need a tool that also performs fast and flexible analysis regarding different customers, types of damage, countries and products.

### High demands for simple and flexible analysis

When management in Stockholm selected QlikView, they were pioneers within the Zürich corporation. Flexibility and speed were the critical parameters

### Solution Overview

#### Zurich Insurance

Leading insurance-based financial services provider serving the Nordic region. A regional division of a multinational corporation, The Zurich Insurance Company.

#### Industry

Insurance

#### Function

Sales, Operations, Finance

#### Geography

Sweden

#### Challenges

- Better assess risks and business potential of insurance solutions
- Link together insurance systems while making them more adaptable and easier to use
- Perform fast and flexible analyses on different customers, types of damages, countries, and products

#### Solution

Zurich Insurance deployed QlikView to 75 employees across 3 functional areas. With QlikView, Zurich Insurance now analyzes premiums, claims, profitability and risk by customer, type of damage, product and country. With QlikView Server (64-bit) and Publisher, Zurich Insurance easily handles the massive volume of data aggregated from numerous systems, including its in house insurance system, FIRST.

#### Benefits

- Reduced the workload of report development by 96% from seven full-time dedicated staff to two people working over a two- to three-day period every month (Source: IDC)
- Provided uniform, valid and reliable data thereby building trust in the information and boosting productivity
- Enabled underwriters to make faster and more well-informed decisions, translating into better business

#### Data Source Systems

Application: FIRST (In House Insurance System)  
Database: Access, Excel

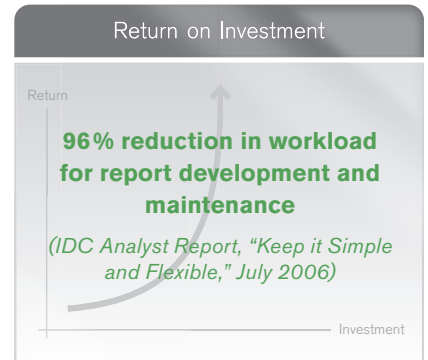


of the evaluation. Today, the other divisions within Zürich that only focus on corporate customers are also about to start using the QlikView-based system. They have previously used many different tools to review and control the daily business. With QlikView, one is enough.

The QlikView applications automatically convert all linked data to the same key numbers and one currency. This makes all premiums and damage costs directly comparable regardless of country. The applications are updated once a month. Updates can of course be done at will, but Zürich Stockholm wants to maintain a certain stability in its system. It simplifies the discussion if everyone knows which version of a key figure is valid.

### Reduced costs and increased revenue

Göran Wahldén says that QlikView has helped the Zürich insurance company to both save and earn money. “Since our underwriters can retrieve the information they need themselves we save the costs of one fulltime MS Access expert,” said Göran. Because most end users can start using the QlikView applications without almost any training, he estimates a one-time saving of additional training for five to six people. But the most important benefit according to Göran Wahldén is the ability to see the complete overview of premiums and damage costs quickly. “Quickly understanding the whole picture enables us to make faster and better decisions, which in turn means better business.”



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