

Success Story

BellaDati data analytics Application for life insurance company



Pramerica

Organization: Pramerica Life Insurance

Location: China

Industry: Life Insurance

- Pramerica Fosun Life Insurance is a US-Sino joint venture (JV) with Prudential Financial Inc focused on life insurance market
- Fosun Group, founded in 1992, is a China-based industrial conglomerate with investments in insurance, industrial operations, pharmaceuticals and asset management. The company's headquarters is in Shanghai and it has a workforce of more than 35,000 employees worldwide. Fosun, has more than \$50 billion in total assets and more than one-third is invested in the insurance business.
- Prudential Financial, Inc. is a US financial services leader with over \$1 trillion of assets under management

Notable data sources:
ORACLE®

BellaDati deployment:
OnPremise

Business situation

Our customer is a Sino-US joint venture Life Insurance Company, which operates in Shanghai for more than 4 years. Its business scale is increasing rapidly, and company plans to open new branches in other China cities during this year. In addition, it is now exploring new objective markets. Therefore, its Management Team needs to know the overall enterprise operation situation fast, more accurately, anytime and anywhere. Business departments need more effective communication and efficient cooperation. Only Agile BI system can achieve all of these objectives and expectations in several months. This customer chose BellaDati BI platform. With strong on-site support and excellent project lead experience by local Chinese partner, we successfully implemented BI system for this customer in 5 months.

BellaDati solution

This project had 2 phases:

- Phase 1: Develop all kinds of Routine Operation Digital Data Statistics Reports and Analytical Reports.
- Phase 2: Develop all kinds of Graphical Operation Reports and Analytical Reports.

Phase 1 was separated into 2 stages:

- Stage 1 launched these operation reports: New Biz Sales Report with Drill-down Analysis by Daily, Weekly, Monthly, Quaterly, Yearly; Product Sales Report with Drill-down analysis by Daily, Weekly, Monthly, Quaterly, Yearly; Realtime Daily Sales Report; Realtime Daily NB & Underwriting Report;
- Stage 2 launched these management reports: HR Sales & New Biz Value Analyzing Report, to show recruiting performance on sales headcounts; KPI on Sales Data by Channels, by Manager Levels; KPI on Management by Financial Accounts, by Sales Channels; KPI on Management Cost by departments; KPI on Capital, Investment and Portfolio;

BellaDati Project Achievements

With BellaDati Agile BI, customer has precise and timely KPIs of each business unit operation, is able to monitor company's performance, control enterprise costs and investments, run insurance assets, portfolio etc. Business users like ease of use provided by BellaDati and continue to create business requirements on new areas where it will be possible to use data analytics.