MicroStrategy for insurance

The digital transformation of insurance with MicroStrategy 10

◢ The challenge

The rise of new distribution channels in the insurance market has led to increased price parity among providers. In response, insurers need to be able to differentiate themselves on the basis of the variety and quality of their product and services offerings. It's essential that insurance companies are able to quickly deliver quotes and process claims, effectively manage risk, and comply with a wide range of regulatory requirements. The ability to harness the power of data is critical to understanding trends and risk exposure, streamlining processes, and delivering better overall customer service.

◢ The solution

MicroStrategy 10 is an integrated platform that insurance companies can use to build and deploy customized, data-driven applications that meet their complex and varied needs. These powerful, secure solutions can help automate reporting and streamline processes, and help insurance companies improve their product offerings, enhance customer management, and identify new opportunities. Leading insurance organizations use MicroStrategy to analyze and manage policies, claims, risk, and sales and distribution productivity.
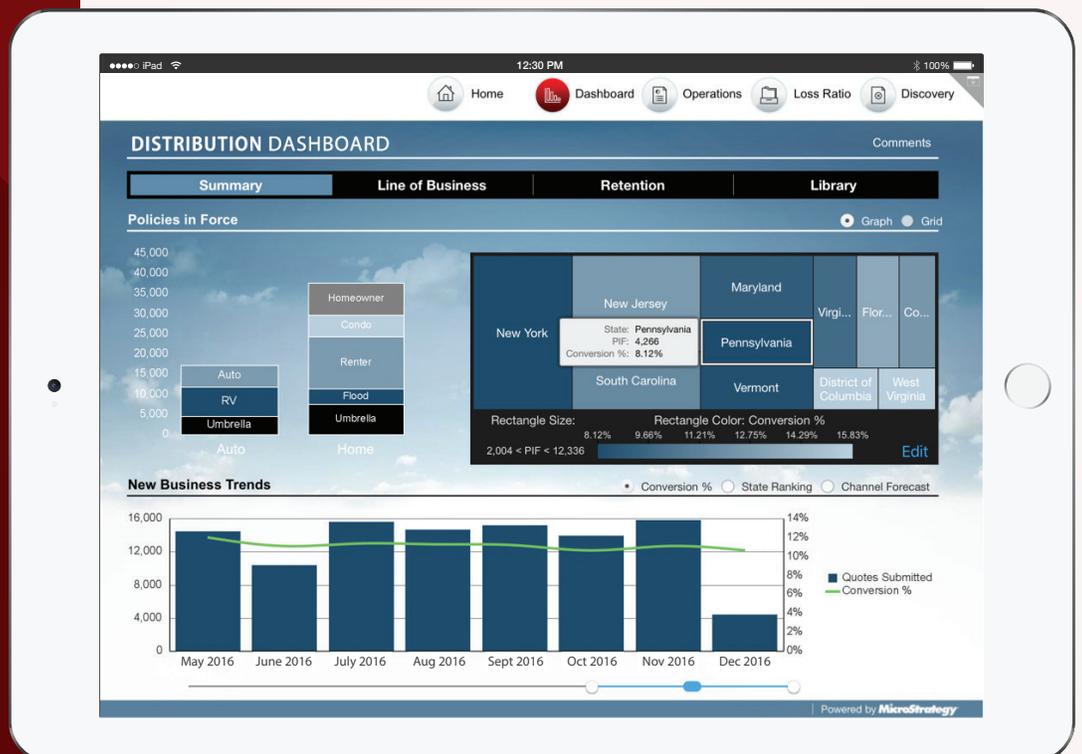
Top insurance applications

◢ Sales and distribution
An application that helps boosts the productivity of insurance sales teams.

◢ Underwriting/product management
An application that leverages powerful analytics to help manage risk, portfolios, pricing, and customer attrition.

◢ Policyholder analysis
An application that enables insurers to better serve and engage with customers, build loyalty, and drive revenue growth.

◢ Claims management
An application that helps insurers prevent fraud, increase customer satisfaction, and deliver a top-notch claims management process.

◢ Financial analysis
An application that streamlines performance management and financial reporting processes to help ensure that senior management has constant access to critical data.

◢ Compliance and audit
An application that increases the effectiveness of compliance and audit teams by helping them understand activities and trends related to audit, regulatory, and disclosure issues.

◢ Marketing
An application that helps organizations optimize their marketing efforts and campaigns in real time.

Insurance companies rely on MicroStrategy to build powerful analytics, mobility, and security applications that transform data into real-world intelligence and help them answer their toughest business questions.

Our insurance customers include:

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CONNECTED THINKING

MS Amlin

AEGON

ZURICH