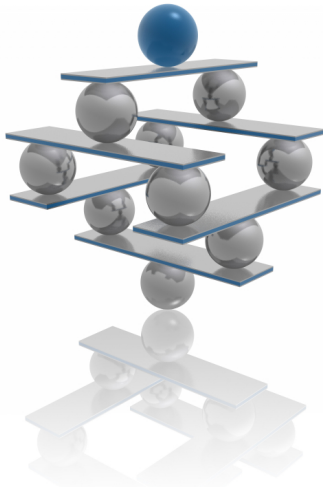


Corporate Insurance Analytics & Visualization

THE SPEED OF REAL-TIME AVAILABILITY, THE POWER OF INFORMATION
AND THE PROFIT FROM BETTER BUSINESS DECISIONS



Boosting Your Competitive Edge

Insurers know that to be successful they must offer the products and services customers need at the right price. Insurance has a strong geographic component; from managing the addresses of policy holders, to the location of risk, to the logistics of handling claims. This is where geospatial business intelligence can benefit you the most.

Insurance is by its very nature a speculative business, which can provide substantial returns. But that risk can also fail, sometimes spectacularly, eating into the business profits as a result. Indeed, it's the peaks and troughs of profit and loss which characterize the larger market cycle today.

Short of being able to see into the future, there's absolutely no way to overcome this entirely in order to guarantee profitability. However, ensuring the positional accuracy of a property does give you a greater chance of a profitable return – even on the highest risks in the market.

Introducing Spatial Analytics

Scenario System's spatial analytic and visualization solution that improves the accuracy of data; empowering retailers with information so they can make more informed decisions, gain a competitive advantage, strengthen customer and vendor loyalty, and improve profitability.

Scenario Systems provides a lifeline for these companies by improving your

understanding of risk, customer interaction, and economic conditions using spatial models based on geography and geodemographics. files, cannot happen fast, if at all, using the leading mapping solutions.

Alteryx allows you to address these challenges with geospatial analysis in:

- Underwriting
- Reinsurance
- Corporate governance
- Sales and marketing
- Claims handling
- Customer service

Geospatial technology is now recognized as the must-have tool for improving customer geodemographic and market analysis to maximize asset return and improve the accuracy of investment forecasts of the customer segment or market area. It is now also considered to be invaluable to institutional operations and core insurance services planning. Those that invest in greater use of geospatial technology and analysis have the potential to lower exposure to risk; reduce operations costs; and increase profit per customer, territory, or region.

By converting this textual information into interactive maps and spatial analysis, insurance companies can improve understanding of their customer base, identify untapped submarkets, and better align or balance business resources to commercial opportunity.



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Spatial Analytics in Insurance Services

Sales Patterns & Market Histories

Analysis of Profit Model Inefficiencies

Audit Conducting

Fiduciary Regulations

Fiduciary Regulations

Risk Management and Analysis

Regulatory Compliance

Business Continuity Planning

Asset and Facilities Management

Operation Management

The five key strategies where Scenario Systems can help insurers better manage exposure to risk are:

- Manage and optimize capacity
- Increase profitability, lower costs and boost competitive edge
- Respond more effectively to large scale claims events
- Better monitor and demonstrate solvency and exposure to risk
- Improve the efficiency of marketing through more targeted campaigns
- Handle a higher volume of business, more effectively

Eliminating Islands of Technology through Data Independence

Our industry-leading solution integrates files, data formats, and query transactions with all leading enterprise database and data type standards, delivering solutions that are data and country-independent. This feature provides simple, unifying access to all specialized and potentially isolated data environments.

A new global freedom from technological constraints ensures that your corporate, market and industry analyses can work with the data you need from any location.

Controlling Data Quality While Boosting Analytical Performance

As data moves through an organization, the consequences of data sharing often lead to the unintentional corrupting of data quality, restricting corporate information flow and making it too selective to paint a true picture of your business. Scenario Systems brings the full power of data quality functions to bear in the very process of analysis and reporting.

The speed, flexibility, and scalability with which data quality techniques can be deployed using Scenario Systems, also enable the quick and easy sharing of more enterprise data within as single, consistent business process analysis environment.

Supplying Accurate, Award-Winning, Global Intelligence

Insurance companies are increasingly using Scenario Systems as an essential business tool. A central goal of every insurance company is to mitigate exposure to risk by ensuring a wide spatial distribution of policyholders.

Our solution is an effective tool for all types of insurance applications including risk assessment, resource deployment, premium pricing, product marketing, customer support and information



Scenario Systems

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