



Policy	New Business Cross-sell/Up-sell Forecasting/Tracking/Management Distribution Channels (Broker, Direct)
Billing/ Collections	Manage Cash, working capital Planning, Budgeting, Financial Reporting Governance, Statutory compliance Collection (Agencies) (Naedo)
Claims	Improve claims decisions and better control losses Identify recoverable losses Reduce claims processing costs Identify Fraudulent claims
Underwriting	Optimise policy approval decisions Understanding of losses and Risks Risk Concentrations in portfolio
Actuarial	Product Development (Risk models) Price modelling Customer Profiling Forecasting

Analytics Platform

Strategic

Corporate Strategy

- GWP (Profitable Growth)
- Claims Incurred (Customer Response)
- Policies (Risk Analysis)
- Sum Insured

Tactical

Products

- Line of Business Analysis and Insights
- Customer Analysis and Insights
- Region Analysis and Insights
- Business Class Analysis and Insights

Operational

Continual Efficiency

- Policy Administration
- Claims Management
 - Alert Notifications
 - Weighting Factors / Thresholds
 - Risk scores
- Distribution Channels
 - Broker
 - Direct