

CASE STUDY | STRATEGY BI & DATA ANALYTICS ASSESSMENT AND ROADMAP

Leading Health Insurance Organisation



Utilised 360° approach to help building sustainable Business Intelligence capabilities

BUSINESS CHALLENGES

Our client operates in an increasingly complex, competitive and regulatory environment. Increasing complexity necessarily leads to a higher value of information. They wanted to improve their data analytics capability and embarked on a range of activities over the last 4 years to develop and improve its current Business Intelligence (BI) and reporting environment. They made considerable steps forward in providing valuable and accessible information to the business by way of reports and dashboards. To ensure that the organisation continues to derive value from BI and is able to leverage data analytics to drive decision making, our client embarked upon an independent assessment of its data and analytics capability and a roadmap to achieve the desired end-state with InfoCentric.

OUR METHODOLOGY

PEOPLE & CULTURE

Focused on awareness and ability to support the use of Business Intelligence technologies by technical employees to support their job/roles within the organisation (including the ability to develop data storytelling and narrative development).

PROCESS & GOVERNANCE

Focused on how well the organisation has defined and documented an approach for supporting business decisions (Data Governance, Business Engagement, Product Development, Marketing, Sales, Member services and Claims Management.)

TECHNOLOGY

Focused on the degree to which the current Enterprise Architecture considers data, business intelligence and analytical capabilities and the variety and access modes of the capabilities (with a focus on supporting Data Warehouse systems.)

DATA & INFORMATION

Focused on scope and quality of the organisation's data, and the ability of employees at all levels of the organisation to delivery the data required for use in day-to-day activities.

OUR SOLUTION

InfoCentric helped the client by delivering a detailed assessment of existing capability and a roadmap to achieve the desired end-state. The engagement was undertaken using our 360° BI and data analytics assessment framework.

BUSINESS BENEFITS

- Greater understanding of member behaviour to acquire and retain profitable members
- Provided accessible claims insights for more effective management of member benefits and a reduction in claims leakage
- Improved financial management through improved visibility of cost drivers and potential areas for cost reduction
- Creation of a Strategic Information Asset enabled through data governance and improved data management practices
- An investment in the success of the proposed PHI re-platforming by way of reducing the significant risks related to data migration and conversion



360° BI and Data Analytics Assessment Framework