

Success StoryBellaDati Advanced Analytics for Life Insurance Company





Company: Foresea Life Insurance Co., Ltd.

Location: China

Website: www.foresealife.com

Industry: Life insurance

Company profile:

Based in Qianhai Shenzhen-Hongkong
Modern Service Industry Cooperation
Zone, Qian Hai Life Insurance Co., Ltd.
(the "Company") is a national life insurance
company set up in February 2012 upon
approval by the China Insurance Regulatory
Commission, with a registered capital of CNY
1 billion. The Company's business scope is as
follows: personal insurance business such as
life insurance, health insurance and accident
insurance; reinsurance of the above business;
usage of insurance funds allowed by the
state's law and regulations; other business
approved by the China Insurance Regulatory
Commission.

Total Assets 2014: 56 bn CNY
Total Revenue 2014: 9 bn CNY

BellaDati Solution

This project had 3 major components:

Component 1: Develop all kinds of Routine Operation and Management Digital Data

Statistics Reports and Analytical Reports as well as geographical distribution using Geomaps. Clicking on the relevant region on the geomap, relevant reports and



Project launched following 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;

Project launched management reports: HR Sales & New Biz Value Analyzing Report, to show recruiting performance on sales headcounts; KPI on Sales Data by Channels,



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Component 2: Insurance GeoMap

The map indicates the insurance selling in different regions. Business users can drill down from province to city, this map is embedded into company intranet.



Component 3: Publish all reports on intranet with authorized access and send reports by email



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 highly customized feel and look and continue to create business reports as thay need them.

The implementation partner likes the easiness to embedd BellaDati in portal of the customer, to create customized feel and look and to create numerous reports for the customers very fast.