

## Business Analytics Suite



Robust Reporting Capabilities  
Flexible and Customizable  
Tailored Specifically for Health Plans

*“Investment in business intelligence solutions and integration of analytics to build an enterprise analytics model will increase by at least 30 percent and become one of the top priorities of insurers in life, health and property and casualty insurance by 2008.”*

*Gartner Insurance Technology Trends October 5, 2004*

The **Business Analytics Suite** retrieves data locked into your everyday workflow and creates customized reports that allow you to analyze the productivity of your team and manage the performance of your business.

- **Executive Dashboard:** track key performance indicators across the enterprise.
- **Operations Dashboard:** analyze financial performance and risk against benchmarks and targets
- **Sales Dashboard:** provides insight into sales channels to track performance and competitive pressures to better target resources and forecast sales

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### Features:

- Track sales progress and sales cycle
- Track broker performance
- Manage margins and profit in real time
- Analyze sales to close ratios
- Generate reports of sales performance or other customized reports requested

### Benefits:

- Forecast sales more accurately
- Target your most efficient and productive broker/agents
- Make more timely business decisions, become more profitable and mitigate risk
- Free up sales bottlenecks
- Become more competitive with valuable business reports