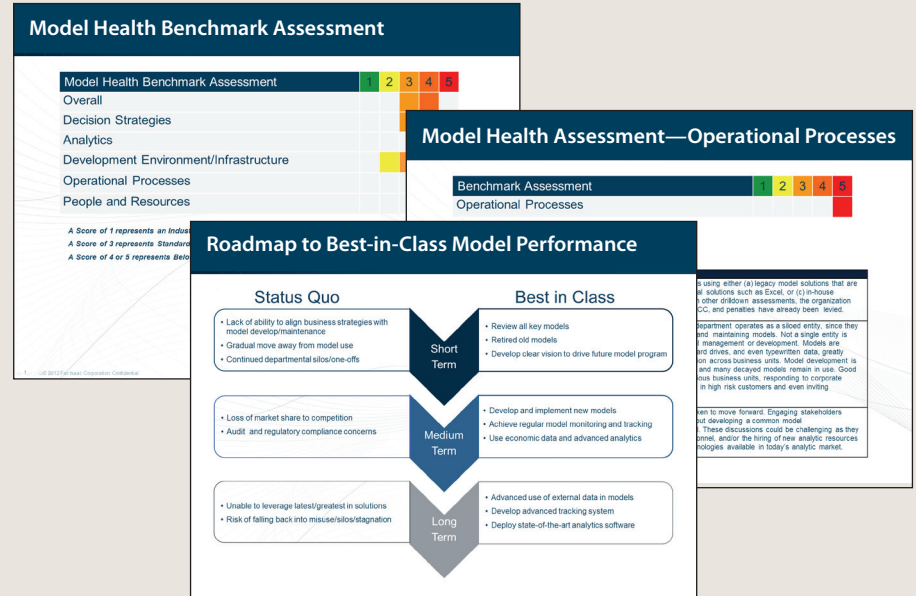


analytics

Make the most of your analytic capabilities

FICO® Insurance Analytic Health Check is a high-impact, short-duration service that analyzes your current data and analytics environment and provides a clear roadmap for making smarter decisions that will drive profitable growth for your business. Our analytic professionals examine areas such as marketing, underwriting, claims, fraud or compliance, and provide strategies for both quick wins and longer-term initiatives. You will benefit from our analytic experience and recommendations that align with your specific needs.

FICO® Insurance Analytic Health Check Deliverables



FICO® Insurance Analytic Health Check delivers clear, actionable feedback and recommendations presented personally and interactively.

The competitive landscape for insurance keeps getting tougher to navigate. Many insurers in all lines of business have adopted new techniques and technologies to gain market share while continuing to manage risk. In particular, analytics and predictive modeling are areas that savvy insurers can adopt and grow with over time. However, few are really using these capabilities to full advantage in marketing, risk, underwriting, pricing, product management, claims and fraud.

To help insurers make the most of their analytic investment, we offer the FICO® Insurance Analytic Health Check. This in-depth, but efficient, consulting engagement helps you see through the haze of data, to better leverage analytics for decision making in your organization. The Health Check examines one or more areas of your business, such as marketing, underwriting, claims, fraud or compliance. It looks at how strategies are developed and deployed, focusing specifically

on data availability and how it can be leveraged in analytic assessments to improve decision making. Some of the areas this review would examine include:

- Data sources: history, availability and quality.
- Existing and potential models (how they might be developed and deployed).
- Existing and potential customer segmentations.
- Ongoing performance monitoring.
- Use of models in making decisions.

The FICO Insurance Analytic Health Check can help you address the following areas:

Underwriting, Pricing and Product Management

Achieve more precision across different business lines, and increase underwriting consistency and capacity.

Claims Processing and Management and Fraud Protection

Use predictive modeling to better align resources and more quickly identify fraudulent claims.

With the FICO® Insurance Analytic Health Check, you can:

- Review your current analytic environment** with insurance analytics experts.
- Measure your goals against your analytic capabilities**, identifying gaps and areas for improvement.
- Acquire a detailed roadmap** identifying quick wins and long-term goals for evolving your business.
- Incorporate advanced analytic solutions** for a distinct competitive advantage.

Marketing Management—Segment and target markets with better precision, develop more profitable relationships and communicate more effectively through the right channels.

Compliance—Maintain decision transparency and reporting with enhanced modeling and rules management.

» What do you get with the Health Check?

FICO® Insurance Analytic Health Check begins with information gathering, where we look at the “as is” state of your analytic environment, such as data, model design, performance tracking and segmentation. We then measure your goals against your analytic capabilities, accounting for creation, validation and deployment of analytics and the associated risk controls, and include assessments of the data available and strategies in use. We’ll provide you with a roadmap for quick wins and long-term goals for evolving your business via analytics. You’ll benefit from:

- **Better customers:** Find your optimal customer base with a combination of FICO® Insurance Scores and customized advanced analytics and retain those customers with faster decision making.

- **Smarter use of risk:** With better models driving smarter strategies, you’ll be able to develop and continually refine risk-based tiering and fraud strategies as you make policy and claim decisions.
- **More efficient operations:** Use resources more effectively and lower operational costs. Devote more resources to reviewing higher-risk applicants, policyholders and claim transactions.
- **Better service:** Faster, well-informed decisions—with consistent and timely communication—will win over and keep good customers. Design better strategies for renewals and cross-selling.
- **Regulatory compliance:** Navigating regulatory requirements keeps getting trickier. Better visibility into how you develop and document models will help ensure you don’t get burned by an audit.

» What does FICO deliver that other firms can’t?

FICO® Insurance Analytic Health Check leverages our experience from evaluating data samples from millions of policies. We combine innovative predictive technology, including traditional statistical techniques and our own patented methods. As a result, our consultants can deliver analytic advice and recommendations that align with your specific needs, based on reliable, relevant information.

Beyond the health check itself, FICO’s analytic solutions can help you evolve your analytic capabilities, delivering advanced strategies and technologies that give you a distinct competitive advantage. For example, you may want to start with developing more efficient underwriting. Once you’ve used analytics to streamline policy underwriting decisions for 75% of your customers, you can reallocate resources to focus on higher risk, but potentially rewarding, customers that previously may have fallen between the cracks. With better customer insights and satisfaction, you can then turn to using analytics to cross-sell other business capabilities, building lifecycle relationships with your clients that will drive greater revenues, manage risk and help you better predict outcomes.

FICO Insurance Analytic Health Check can be used as a starting point to adopt new tools and technologies that help you move forward with your roadmap goals. Our insurance solutions include FICO® Model Central™ Solution for Insurance; FICO® Insurance Fraud Manager for healthcare insurance fraud, waste and abuse; FICO® Claims Fraud Solution for personal and commercial lines fraud; FICO® Blaze Advisor® business rules management system and legacy system modernization; custom models and decision optimization for insurance underwriting and marketing; and credit-based insurance risk scores.



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