Anadolu Sigorta raises productivity and profitability with QlikView and launches new era in Turkish insurance

> "We started dreaming after seeing the first QlikView presentation. Three months later the dream of our business units finally came true. We've raised our targets even higher due to QlikView's ease of use, performance, and user satisfaction."

Mustafa Su,General Manager, Anadolu Sigorta

Founded in 1925, Turkey's first national insurance company Anadolu Sigorta was an initiative by the first President of Turkey Kemal Atatürk. It has contributed significantly to the Turkish insurance industry and the modernisation of Turkey. Recently, Anadolu Sigorta has led the insurance industry with its customer-centric approach and in 2007 became the first Turkish insurance company to exceed U.S.$1 billion in premiums.

In 2008, Anadolu Sigorta launched its closer to customer (C2C) project with the aim of reviewing its business processes. By choosing among several suppliers QlikView Türkiye for its ROTA programme within the scope of C2C, it created a successful business intelligence (BI) project.

The search for an active, fast, and dynamic structure

First, a comprehensive review took place involving several steps: selecting the infrastructure supplier, meetings with agents, identifying issues arising from agent feedback, and benchmarking within the industry. Mustafa Su, General Manager, Anadolu Sigorta, gives the reasons for choosing QlikView. "Before QlikView, insurance data used in the reports was taken from AS400 and from the web-based SWEP application Sybase IQ. The challenge was to model and to consolidate the data coming from different sources with the existing reporting structure. We wanted to share data with users over the database which, through Attunity software, captured any changes in the records."

However, Anadolu Sigorta faced several other challenges. These included the increase in the volume of data over time and the growth of user analysis requirements. Su says: "The query times for existing reports were very slow. As a result, we started looking for an active, fast and dynamic product specific to our ROTA project."

Levent Sönmez, Deputy General Manager and Project Sponsor, says the principal reason for choosing QlikView from among several other reporting tools was its in-memory technology: "Through QlikView's in-memory associative search technology

Solution Overview

Customer Name
Anadolu Sigorta was founded in 1925 on the orders of Turkey's first President Kemal Atatürk and an initiative by Turkey's first national bank Türkiye İş Bankası.

Sector
Financial Services

Industry
Insurance

Function
Executive, Sales, Marketing, Operations

Geography
Turkey

Challenges
Occasional variations between QlikView data and the database or previous reporting tool.

Solution
Anadolu Sigorta can access reports from about 1,500 agents and approximately 190 of its internal users over QlikView, with the ROTA project. There are two separate servers for the agents and internal users working with QlikView v9 SR4 (64-bit) over a 64-bit Windows 2008 operating system. There is another server with the same configuration used for development/test purposes, and a test edition licence for 100 Session CAL. While the company's internal users can analyse all data, agents only view their own data.

Bene fits
- Lower development costs through reduction in the timescales for new report generation or reviews of existing reports.
- Single access to information and figures consolidated from different sources, through dynamic graphics and with an automatic and flexible structure.
- A system which can satisfy everybody from senior management to agents through its simplicity and visual content.

Data Source Systems
Applications: Sybase IQ
DW/BI: SAP, BusinessObjects, Attunity
Database: AS/400

QlikTech Partner
QlikView Türkiye

we could achieve high performance even faced with large data volumes," he adds. "Also important for us, was short time to market and the ability to easily show data from diff erent sources within a single document."

Sönmez also emphasised that with QlikView employees can now perform an analysis in seconds with a single 'click', without having to wait minutes for each query. They now access data belonging to diff erent domains with a single document. He says: "Additionally, with shortened times for the development of new reports or the review of existing reports, our development costs have been reduced. We've achieved a system which can satisfy everybody—from senior management down to agents—due to its simplicity and visual content."

In 2010, when the company presented its ROTA project to its agents the aim was to offer them the analytical environment they had always wanted. Sönmez says: "For years we've been trying to do our best in sharing information with our agents. But with QlikView we share not only information but also performance. We provide a business administration application and solution with which they can track their own performance."'

Raised targets and faster decisions with QlikView

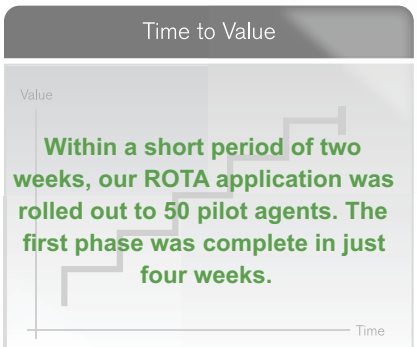
With the ROTA application, QlikView is used by about 1,500 agents and some 190 internal users. Due to the application, the required performance in terms of reporting requirement for sales, damages, and collections was met quickly and easily. QlikView has helped raise targets and improve productivity and profi tability. To ensure security and confi dentiality it was important that each agency only had access to its own data whilst analysing the entire data through an established authorisation mechanism.

Sönmez says: "For the implementation of the first phase of the project, we received a total of four weeks consultancy services from QlikView Turkey" Within two weeks, the application was available to 50 pilot agents. The first phase was complete in four weeks. Sönmez adds: "Only a single day's training session was needed to get them using the system. We made use of the special QlikView application developed for the 2010 World Cup. It proved popular in Turkey where football is a passion for many people."

Following use of the application by the pilot agents for two weeks, any detected errors were corrected and the document was revised according to agents' needs. Sönmez says: "We then rolled out the system gradually, fi rst to 500, then 1,000, and fi nally to 1,500 agents. By making the required additions to the existing document for our internal users, we presented the same document to 190 intra-company users. We also supplied information concerning the ranking of the agent in the region and across the company, the agent's performance in reaching targets, and production rates according to customer segment."

Detailed and multi-dimensional analyses

Deren Koçdemir, ROTA Project Manager, explains that users now generate detailed and multi-dimensional queries with QlikView. He says: "In the production reports section, users can view key performance indicators (KPIs). These include details of production per customer,



such as distribution of the production of the agent by services, customers generating the highest premiums, distribution rates in new business/renewals, and breakdown of agents' production."

For renewal reports, it is possible to view renewal rates for policies and cancelled policies by year, month, and by service. Koçdemir says: "This gives us things we couldn't do before. They include the ability to zoom in on details such as cross-sale opportunities, the rate of off ers converted into policies and offers which did not convert into policies. The system creates an environment in which our agents can track their performance and target achievement rates in current promotions online."

Daily workflows and future plans are easy with QlikView

Anadolu Sigorta won QlikView Türkiye's best project award for 2010 and was also nominated for other awards. Giving more detail Koçdemir adds: "With QlikView we have structured our reports so as to be able to carry out an analysis on three-year data. Every morning, active "jobs" and current data are transferred to the system in approximately 2.5 hours, processed and consolidated. In total, we're making over 100 million data sets ready for analysis."

> "As a business unit, while we wanted to implement our project with minimum IT support, performance and simplicity were indispensable for us. QlikView helped us realise our dream. With QlikView, you're only bound by your imagination."

Levent Sönmez, Deputy General Manager, Anadolu Sigorta

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