

Organization

Gore Mutual is Canada's oldest property and casualty insurer, with more than \$400 million in premiums, \$1 billion in assets, and 300 employees.

Gore Mutual Insurance**The Challenge**

Use data strategically to allow employees throughout the organization to achieve a comprehensive view of business operations.

The Strategy

Replace inefficient, paper-based reporting processes with a comprehensive BI platform that integrates data, improves data quality, and provides self-service access to business analytics.

The Results

Knowledge and insight are truly pervasive across the organization – from executives to brokers, managers, and underwriters. Being able to respond quickly to trends and problems has improved efficiency and reduced the cost of reporting and analytics.

Information Builders Solution

Insurance Performance Foundation (IPF), WebFOCUS RStat, Performance Management Framework (PMF), DataMigrator, iWay Data Quality and Master Data Server, Education, and Professional Services.

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision-making, strengthen customer relationships, improve performance, and drive growth.



Gore Mutual Insurance Transforms Key Business Processes With WebFOCUS

Intelligence, Integration, and Integrity Technologies Bring Self-Service Analytics to Business Users

Making smarter use of its information using intelligence, integration, and integrity technologies from Information Builders has become a priority for Canada's oldest property and casualty insurance firm.

Like many insurers, Gore Mutual Insurance Company has many detailed reporting and data environments that serve a wide range of users across the underwriting, product development, claims, finance, and broker areas. To unify this diverse information landscape, Gore Mutual worked with Information Builders to create a self-service business intelligence (BI) and analytics environment supported by fully integrated enterprise integration and data quality tools. This pervasive analytics solution alleviates reliance on IT staff while replacing historical reporting tools, spreadsheets, and paper reports. Business users now have a detailed view of business performance at their fingertips.

According to Jamie McDougall, vice president of BI and Analytics at Gore Mutual, management recognized that better access to enterprise information was a strategic priority, not just a business challenge. "Our goals were to increase the efficiency of analytics and gain a competitive edge by delivering timely, relevant, and meaningful descriptive and diagnostics analytics throughout the organization," he explains. "Information Builders technologies helped us improve data quality and timeliness by unifying data, optimizing its integrity, and making it directly accessible via self-service BI and analytics tools. Our users now make more informed decisions, providing limitless value to the organization. When they see a trend or a problem, they take immediate corrective action."

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**Jamie McDougall
Vice President of Business
Intelligence and Analytics
Gore Mutual Insurance
Company**

A Single Platform for All Information Needs

Gore’s journey to self-service BI and analytics started more than a decade ago. Previously, the company relied heavily on monthly paper reports such as lists of exposures paid, claims, lawsuits, and other important information. “The data was not in any kind of actionable format,” says McDougall. “We couldn’t use it in any meaningful way to get even a ten thousand-foot view of the business or to manage our operations.”

To address these challenges, Gore Mutual’s claims department extracted data from back-end systems and moved it to a data store. They created related measures, delivered as web-based reports. “The data was better, but the environment was completely lacking in governance, and it only served a subset of our users,” McDougall recalls. “We only had a few super users with the appropriate skill sets to manually generate reports, so other business users had to either rely on them for information, or create their own Excel spreadsheets and pivot tables.”

To obtain enterprise-wide visibility into corporate data and to distribute information and operational knowledge across the organization, Gore Mutual turned to Information Builders for assistance. Unlike other vendors the company evaluated, which could only address either back-end integration needs or front-end analysis requirements, Information Builders provided a unified platform that allowed Gore to create a common data model from information in a Duck Creek policy management system, legacy applications used by the underwriting and claims team, and other corporate data sources, while promoting data governance and facilitating the efficient development of reporting and analysis environments for end users.

Information Builders’ Insurance Performance Foundation (IPF) provides the foundation of Gore Mutual’s new BI system, with advanced analytics and a mature data model designed especially for property and casualty insurers. IPF comes with insurance-specific strategy maps, dashboards, scorecards, reports, and dynamic alerts configured to fit each customer’s needs, along with pre-built business analytics that enable business users to segment issues. For example, underwriters see the quality of all production activities, claims managers segment loss information by size of loss, and actuaries run loss-development scenarios at any level of granularity.

“Our work with Information Builders enabled us to build a cohesive data set from multiple systems so we could have complete transparency across all our sources,” says McDougall. “Creating dashboards and visualizations with WebFOCUS allowed us to deliver information to our users in dynamic and effective ways. But most importantly, Information Builders’ technology enables us to disseminate information on a broad scale. That is one of their biggest strengths.”

Pervasive Analytics Throughout the Enterprise

The primary goal of Gore Mutual’s BI and analytics initiative is to make knowledge and insight pervasive across the organization. “BI transformation is a journey,” explains McDougall. “We needed to accomplish certain things to ensure that our users embraced our new strategy and solutions. Information Builders’ Professional Services helped us design portions of our projects, and their Education group served as an excellent resource to guide us forward.”

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For example, one WebFOCUS dashboard empowers the distribution team to access critical data about written premiums, loss experience, enforced policies, new business activity, and growth trends. As business development professionals work with insurance brokers, the dashboard allows them to filter pertinent data by region, broker office, time period, and product type as they resolve isolated and systemic problems. Information is visualized in tables, graphs, spark lines, and other visualizations, making it easy to interpret.

Other dashboards deliver productivity information for underwriting, revenue, and claims forecasting, allowing employees to assess performance relative to pre-defined goals, as well as to drill into detailed claims data and other operational details. Information Builder’s Performance Management Framework (PMF) tracks performance against financial targets including premium, expense, and loss experience by line of business. Performance indicators are measured relative to benchmarks, with comparisons available by month, quarter, or year to identify trends over time.

In addition to the deploying these valuable analytic assets, Gore Mutual created utilization reports to track WebFOCUS usage, allowing McDougall and his team to monitor how and when the dashboards are used and to facilitate adoption.

“Information Builders understands our business, and they know that distributing information on a wide-scale has a big impact on performance,” concludes McDougall. “They have been a key partner as we turn our data into knowledge. As we aim for broader user adoption and company-wide information accessibility, we’ll realize even greater benefits in the future.”

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