



BUSINESS INTELLIGENCE PLATFORM



ABOUT THE BUSINESS INTELLIGENCE PLATFORM

Comprehensive market intelligence has become a key requirement to be competitive and commercial insurers striving to become market leaders want more than just market data, they want customized solutions.

MarketStance builds insurer, market, business, and agency information into a Business Intelligence Platform for easy access to the right information.

These offerings deliver focused, customized market intelligence, enabling insurers to achieve their specific goals by:

- ❑ Integrating and packaging information with advanced analytics accessible through tailored market views
- ❑ Automating workflow to improve productivity

Quickly and reliably connect the relevant information to the right business strategy with a Business Intelligence Platform from MarketStance.

BUSINESS INTELLIGENCE PLATFORM OFFERINGS

MarketStance designs, develops and hosts a customized Business Intelligence Platform to align insurer workflow with business practices. By leveraging our core analytic process to synchronize data from MarketStance, the insurer and other sources, we are able to build the market from the bottom up and include the information and views necessary to accomplish insurer goals.

BUSINESS INTELLIGENCE PLATFORM

A Business Intelligence Platform is the most sophisticated and robust MarketStance offering.

Dependant on your needs, we integrate data from

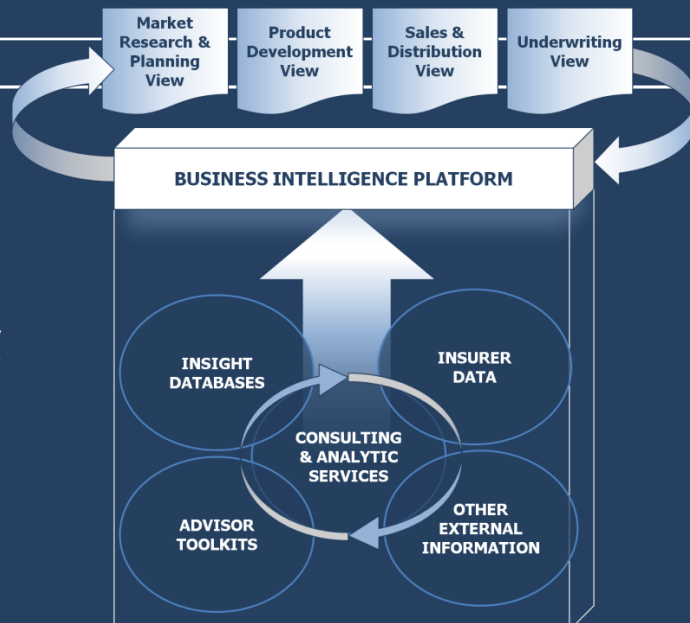
- ❑ MarketStance information products
- ❑ Insurer data and/or
- ❑ Other external data

Then we consult with you to develop the right key metrics, analyses, reports and update frequency you need to conduct market research, planning, product development, sales, distribution and underwriting.

Reports include insurer nomenclature and business views of the market to synchronize with internal processes.

Easily access the platform online, so there is no hardware or software to manage onsite.

The result is a customized solution that delivers the right information in the right view for your business strategy.





WHAT YOU RECEIVE:

- Fully integrated data from many disparate sources into a single tool
- Fully developed and hosted online applications
- Interactive views of key metrics and market segments
- Policy and new business scores and tactical recommendations
- Customized reports designed to include your market perspective with the market information relevant to you
- Interactive online mapping

WHAT YOU CAN DO:

- Size and segment the entire US market by your underwriting criteria and view your market share in that segment to identify performance gaps and target opportunities
- View market information on demographics, exposure, premium by line, loss, covered accounts, alternative market risk transfer, historical economic growth rates, and forecast economic growth rates for business you have written and within the market
- Streamline business processes and develop business strategies based on policy and market segment scoring and tactical recommendations
- Track channel performance and access detailed agency and broker profiles to inform agency appointment and management processes
- Direct detailed business profiles that fit your underwriting criteria to your distribution channels where you identify opportunities



CAPABILITIES WITH MARKETSTANCE

MarketStance Insight and Advisor Databases enable capabilities across the insurance value chain.

MARKET RESEARCH & PLANNING

- Identify opportunities by dozens of metrics
- Uncover the industries, regions, and account sizes that are growing or contracting and see by how much
- View niche market opportunities with detailed dimensionality

PRODUCT DEVELOPMENT

- Enhance product development with insights specific to line of business and by market opportunity in industry classes
- Develop new products for market segments identified as areas presenting opportunities
- Expand product offerings in already successful market segments to target untapped opportunities

UNDERWRITING

- Analyze the magnitude of risk by exposure type, such as value of structures
- Validate individual account risk and account composition
- Adjust appetite and pricing to align with exposures

SALES & DISTRIBUTION

- Identify sales gaps where market opportunity exists
- Direct distribution networks to market opportunities in their areas and to individual account opportunities
- Expand distribution networks with ideal channels to improve productivity