

LIBERTY SEGUROS



“ONE OF THE PHILOSOPHIES OF OUR BI PROJECT WAS TO ENABLE THE FINANCIAL DEPARTMENT TO GUARANTEE AND DISTRIBUTE INFORMATION, RATHER THAN SYSTEMS, AND THIS WAS MADE POSSIBLE BY COGNOS”

—ANTONIO RAMOS, MANAGEMENT INFORMATION DIRECTOR FOR LIBERTY SEGUROS

INSURANCE FOR FAMILIES, CARS AND SMALL BUSINESSES

Liberty Mutual, the US insurance and finance group, has consolidated its position in Spain through its subsidiary Liberty Seguros. The company has been steadily increasing its market share via acquisitions such as Hartford Seguros and Royal Sun Alliance in 2001, and Génesis in 2004.

The group provides a range of different insurance services, particularly products aimed at families and small businesses. Its key lines are car and private individual policies, although the company also provides life insurance, accident and property products.

GUARANTEED DYNAMISM THROUGH BUSINESS INTELLIGENCE

Liberty Seguros defines itself as a company characterised by dynamism, and this is reflected in its information systems. As Imanol Vitoria, the company's IT Director, explains: “the technological development of Liberty has been closely linked to its development from the business point of view. This dynamism, alongside our centralised process model, means that technology is one of the strategic initiatives underpinning our corporate plans.”

The process of revising the Group's IT tools and providers began with the first acquisitions following the arrival of Liberty Seguros in Spain, and continued with the consequent integration of systems. It was then that Liberty decided to set up a Cognos Business Intelligence system based in PowerPlay.

A SINGLE INFORMATION SYSTEM

Antonio Ramos, Management Information Director for the financial and economical area at Liberty Seguros (the department responsible for setting up the BI system), confirms that although several tools were analysed, “we decided on Cognos PowerPlay because it was user friendly and easy to use. It facilitated what we were looking for, as well as being a tool used historically by the organisation. Also, one of the project's philosophies was to enable the financial department to be the guarantor and distributor of information rather than systems”.

The implementation of PowerPlay has been extended successively to all acquired companies, and is currently being integrated into the systems of Génesis, the most recent addition to the Group.

According to Ramos, the setting up of the Cognos BI tool in Liberty and its acquired companies was not too complicated, and with the help of Lantares, consultancy and integrator company, Liberty has been consolidating its information model as the BI technology matures. Liberty's investment in this tool has also paid dividends throughout other acquisition processes: “In any case, with this type of BI project, you cannot measure economic returns,” he says, “but rather the value it provides for users”. This view is confirmed by Óscar Hernández of Lantares: “What you need to consider is the saving in time and resources achieved with the use of this tool, rather than looking at ROI in economic terms.”



THE NEXT LEVEL OF PERFORMANCE™

LIBERTY SEGUROS

Sector of activity:

- Insurance

The requirements:

- Becoming a multi-channel company.
- Reforming its processes following acquisitions.
- Centralising its business model.
- Integrating data and information systems of acquired companies.
- Enabling the financial department to manage and distribute information rather than systems.

The benefits:

- Dividing the transactional and information systems, so they are separate yet co-exist, covering different functionalities.
- Allowing users to concentrate in the data itself rather than the process of obtaining and verifying data.
- Users of the tool talk in a single language.
- Creation of a single information culture to avoid debate about the origin of data and save time.
- Creation of an information user front-end which is totally independent of information sources.
- The system allows changes to the commercial organisation in a much more flexible way.
- Information flow has been modified and there is a better relationship with customers.

Solutions deployed:

- Cognos PowerPlay

Solutions deployed:

- Lantares

TECHNICAL ENVIRONMENT

Liberty's central systems are supported by IBM iSeries systems. The network server pool is based on HP servers on W2000 operating system and is in the process of migration to W2003.

THE IMPROVEMENTS

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ABOUT LANTARES

Lantares Europe is the number one Spanish consultancy dedicated to the development and integration of strategic CPM (Corporate Performance Management) solutions. The company is currently a Cognos solutions provider and the only distributor in Spain and Portugal that is exclusively dedicated to selling its solutions. Lantares has expert consultants at its offices in Barcelona and Madrid, with certified training facilities in both centres. Its team of professionals, all officially certified by Cognos, is trained to provide all the experience accumulated in previous projects, providing successful, long lasting and quality solutions.

Lantares consulting services are defined to help our customers achieve the highest levels of success, at the lowest cost, when setting up CPM, with architecture design included within the definition of the project.

- Analysis and identification of areas and procedures that require updating and support of an information analysis system.
- Data Warehouse and Data Mart design.
- Data modelling aimed at the requirements of the business.
- Interaction with transactional systems (interfaces and views).
- Product installation.
- Migration of product versions.
- Validation of solution with end users in its different development stages.

For more information:

www.lantares.com



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