

Company:
AEGON Hungary



Mobile Business Intelligence totally changed the way our Board Members looked at their weekly meetings. Interaction and decisions replaced presentations of static numbers in PowerPoint."

– Zoltan Hans
Project Leader BI
AEGON Hungary

AEGON Hungary, a subsidiary of the AEGON Group that has offered financial services and insurance for more than 150 years. A springboard for development in 5 countries, AEGON helps people take responsibility for their financial futures in more than 20 markets and serves more than 40 million customers worldwide.

In Hungary, AEGON serves approximately 1.5 million customers with 1.7 million policies. To understand the processes and data involved, this translates into nearly 1 million phone calls and 300,000 claim files processed annually. Eighteen significant IT systems feed 117 individual databases with 9.2 terabyte of data stored. This results in a lot of local facts that have to be rolled up and presented to the board.

CURRENT SITUATION

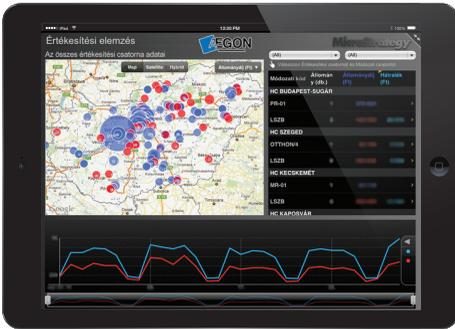
AEGON's reporting landscape has seen quite a few changes since the first paper form was filed out. Pre-2000, a combination of SQL, Excel and Oracle tools provided insight. In 2001 the first Oracle Application was up and running, including geographic information and mapping. By 2006 the system included data mining tools from SPSS to provide more insight on claims and processes in risk analysis, sales support, customer service and product development. But with the prolonged financial crisis resulting in declining fees, reduced profitability and new players in the market, AEGON looked into ways of revitalizing its business.

LOOKING FOR A NEW SOLUTION

Four goals were identified: renovate the existing management information system, improve sales support, provide better and smarter customer service and make the core claims settling process cheaper and more efficient. At a Business Intelligence conference, AEGON saw a MicroStrategy presentation about the influence that mobile intelligence will have on business. This sparked a lot of internal rethinking and with the help of MicroStrategy partner BiXPART, AEGON Hungary started to revolutionize its IT structure with mobile apps.

BOARD MEETINGS REVISITED

An upgrade from weekly PowerPoint presentations with intense Excel backup is not only a technical leap, but also a cultural one. AEGON therefore decided to win over the most challenging group first: top management. Excel was still the dominant tool for gathering information required for



board meetings. Two weeks of manual gathering and consolidation resulted in a static PowerPoint with no real analytics. Board members relied on Excel support for further insight. In just three months, the team defined a pilot project, built the data model and presentation layer and rolled out the new reporting app. With that, a two-week manual process was replaced with the touch of a finger. AEGON management's new iPad app replicated all report content in a visually appealing, easy to use way. The app provided an interactive view of data and enabled analysis of sales channels and product performance down to the individual salesperson and product. With a focus on sales, premium and payment data, information on plans vs. results were as accurate as possible to enable management to take action.

ADVANTAGES OF THE NEW SOLUTION

"Mobile BI replaced PowerPoint is the summary of what happened since we first introduced iPads at board meetings," said Zoltan Hans, project leader at AEGON Hungary. The ability to view every aspect of their business at a touch changed radically the way board meetings were conducted. Because reports are available anywhere and anytime, managers don't have to wait for the next meeting to see the numbers. They can get them immediately.

Today reports are available on iPhone and iPad, but soon Android devices also will be able to connect with the MicroStrategy Business Intelligence platform. When the current iPad dashboard for management is revised, thanks to pre-built data objects, only new graphics and documents will have to be assembled. The introduction of mobile BI has proven to be such a success that already new projects are in the making, including ones supporting the claims process and AEGON's Munkaverseny (sales agent competition).

Challenges for AEGON

- Consolidate different databases
- Revise current reporting structure
- Overcome constraints in budget and time

MicroStrategy solution

- Replace multiple excel spreadsheets with one version of the truth
- Mobilize board meetings with MicroStrategy mobile
- Use MicroStrategy reporting suite for an easy start