

Workday Prism Analytics: Use Cases for Insurance

In a changing world, the insurance industry faces new competition, shifts in customer and market expectations, and an evolving risk and regulatory landscape. If insurers are going to keep up, you need instant access to high volumes of financial, workforce, and operational data for faster, more informed decision-making.

That's not always easy in a complex data architecture with multiple systems for operations, HCM, financial management, and middle office functions. Cobbling data

together through various integrations, IT service requests, and even spreadsheets to uncover insights can be time-consuming, exhausting, and often impossible.

Workday Prism Analytics is a data hub that lets you blend any data source with trusted data from Workday. It ingests and prepares high volumes of operational and historical data, giving you the financial and HR analytics you need in one secure source. See what's possible in the following use cases.

Typical Data Architecture for Insurance

Middle Office

- Funds Transfer Pricing
- Asset Liability Management
- Capital Management
- Balance Sheet Planning
- Treasury
- Product Control
- Customer/Product Profitability
- Activity-Based Costing

Operational Systems

- Revenue Recognition
- Deferred Acquisition Cost Amortization
- IBNR & Reserves
- Claims
- Policies
- Billing
- Customer Relationship Management

HCM Systems

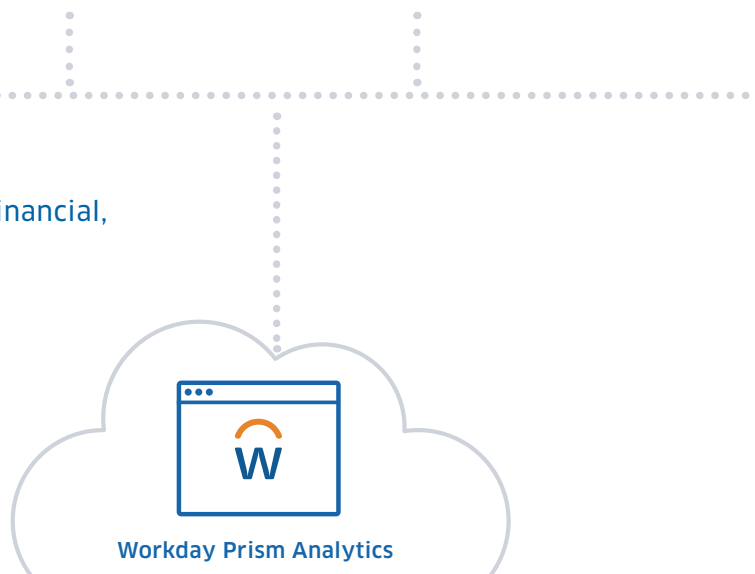
- Provisioning SSO
- Benefits
- Workforce Scheduling
- Staffing/Freelance
- Contingent Worker Management
- Help Desk

Financial and Reporting Systems

- Compliance Reporting
- Audit Reports
- Tax Reporting
- Board Reports
- Management Reporting
- Risk Reporting

One System for Workforce, Financial, and Operational Data

- Operational Insights
- Extended Ecosystem
- History



Discover unlimited operational insights.

Poor operational decisions erode profit.

Making operational decisions without the data and insights you need to run your business is like driving blindfolded. Analytics and reporting become time-consuming and exhausting when high volumes of data are stored in disparate systems with multiple sources, making it difficult to improve decision-making.

Get the full picture of your transactions—all in one system.

Workday Prism Analytics lets you analyze with unlimited operational dimensionality. For instance, you can analyze policies and claims by type (weather, non-weather, and so on), payments, and premiums earned. You can also drill down into rich external claims and policy details that are often dropped when aggregating data for posting to your general ledger.

Operational insights help you answer these questions:

- How can we better understand our policyholders to improve retention?
- How do we get a single view of agent profitability?
- What's the best way to view claims, policies, and losses?

With key blended metrics for more informed operational decisions:

- Claims loss ratio
- Claim investigator resource allocation
- Impact of customer service on profitability and retention rates
- Severity by weather and non-weather



Sample policy and claims analysis by claims, type, payments, and premiums earned.

Access the data you want—when you want it, where you want it.

Make your extended ecosystem—financial management, middle office, and HCM—work together.

Due to mergers and acquisitions, or business unit and geographic preferences, you might be working with multiple financial and HCM transaction or ERP systems for different functions, also known as an “extended ecosystem.” However, these systems might not be integrated into Workday with the level of detail or dimensions and attributes you need for analytics and reporting.

Workday and your extended ecosystem go hand in hand.

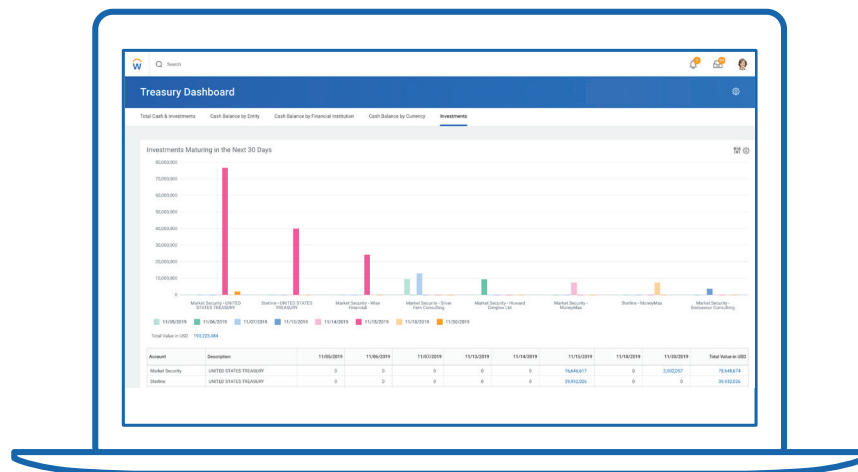
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting information and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash positions across financial institutions.

The full view of your data helps you answer these questions:

- How can I get visibility into all my cash positions, including investments and FX hedging, in a single view?
- How can we get a single view of our fixed asset serviceability, remaining life, and economic value?
- How do we view the true value of our contracts under management?

With key blended metrics from your extended ecosystem:

- Cash balance by including investments and FX hedging by entity, financial institution, and currency
- Likelihood and impact of failure for fixed assets
- Contract and supplier risk per lifecycle stage



Sample treasury dashboard with cash positions, investments, and FX hedging.

Look further back to move forward.

A typical cloud ERP implementation only converts one to two years of historical data.

Businesses will usually convert no more than 18 months of historical data from their on-premise ERP when they move to the cloud. And often, the conversion only maintains summary-level data in the general ledger, limiting your ability to fully report and analyze historical trends.

What about the rest of that rich historical data?

Historical data shows you what drives performance over time—product, location, business unit, seasonality, and more. When you bring more historical data through Workday Prism Analytics, you can develop a trended P&L report to run variance analysis, meet regulatory requirements, and identify correlations and trends.

Historical data helps you answer these questions:

- What correlations and trends will inform future plans, budgets, and forecasts?
- What was our spend (to the penny) by business unit, location, or cost center?
- How can I see revenue by business unit, location, or cost center?

With key blended metrics that drive your business forward with 10-year trended:

- Profit and loss (P&L) by business unit, location, or cost center
- Budget vs. actual by business unit, location, or cost center
- Spend and revenue analyses by business unit, location, or cost center

The screenshot shows a laptop displaying a '5 Year Trend' income statement for North America, 2019-Jul. The report is titled 'Income Statement -- 5 Year Trend' and includes a search bar and navigation icons. The data is presented in a table with columns for 'Actuals for the Year Ended' (Dec-2014 to Dec-2018), 'Previous Current Actuals YTD' (Jul-2018, Jul-2019), 'Budget YTD' (Jul-2019), and 'Variance Analysis' (Change YTD, % Var(Inf) to Budget). The table includes rows for Revenue (Product, Services and other), Total revenue, Costs and expenses (Costs of revenue, Research and development, Sales and marketing), and Total revenue.

	Dec-2014	Dec-2015	Dec-2016	Dec-2017	Dec-2018	Jul-2018	Jul-2019	Jul-2019	% Change YTD	% Var(Inf) to Budget
Revenue										
Product	91,156	114,009	140,661	164,463	164,337	91,985	95,219	91,699	4.0%	▲ 4.2%
Services and other	13,875	17,883	22,764	27,573	26,962	16,791	12,267	15,293	(16.9%)	▲ (15.9%)
Total revenue	110,770	133,912	163,425	192,037	190,299	108,776	107,486	106,992	0.7%	▲ 1.3%
Costs and expenses										
Costs of revenue	33,391	38,245	46,189	49,903	51,989	30,783	29,316	30,315	(5.5%)	▲ (0.7%)
Research and development	3,160	3,492	3,109	3,638	4,386	2,896	1,916	1,640	(20.6%)	▲ (15.1%)
Sales and marketing	13,321	8,644	10,896	12,816	14,784	8,395	7,182	6,397	(14.4%)	▲

Sample 5-year trended income statement.

Learn more. To explore how Workday Prism Analytics can help you, please contact Sales at workday.com/contact or call 877-967-5329.



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