

ADAC – “Successfully Different” with arcplan

„Our arcplan-based Enterprise Performance Management (EPM) information system functions as the central information platform for all company-related data and KPIs. Clear user instructions make it possible for management to access immediately the reports they require. Sales, Controlling and Management all have online access to the same database, which provides up-to-date, standardized and clearly presented figures, and can react swiftly to varying conditions and trends, as well as exploit market advantages”.

Reporting Systems Manager Beatrix Pittner, ADAC Rechtsschutz- und Schutzbrief
Versicherungs AG



INDUSTRY

- Insurance

SOLUTION

- Management Information System based on arcplan Enterprise

COMPANY / COUNTRY

- ADAC-Schutzbrief-Versicherungs AG / Germany
- ADAC-Rechtsschutz-Versicherungs AG / Germany

REQUIREMENTS

- Standardized reporting with information from various data sources to support management control
- Clear, structured information layout.

SOFTWARE

- arcplan Enterprise
- Microsoft OLAP
- Microsoft SQL Server
- MIS ALEA

USERS

- 400 executives from upper and middle management

For more than 100 years, the German car insurance corporation Allgemeine Deutsche Automobil-Club ADAC has provided automobile-related insurance services to its more than 16 million members. Both ADAC subsidiaries, Schutzbrief-Versicherungs-AG and Rechtsschutz-Versicherungs-AG, enjoy an outstanding reputation. This is evidenced by over 8 million travel insurance policies and the 2.7 million legal protection policies underwritten by the company, which position Rechtsschutz-AG as the second largest insurer of its type in the German market. Operating under the slogan “Successfully Different”, the ADAC insurance companies score high in this heavily contested business segment.

In order to grow, the company must find opportunities to serve existing clients with new products while at the same time further increase its membership through innovative product offerings, pricing promotions and service options. To be able to stay at the top in this sector and to increase revenue from its existing client base and attract new ones, management needs to have access to accurate, up-to-date information on all activities at all times.

The arcplan-based EPM system gives the ADAC companies the benefits of a Performance Management solution that

- enables senior and middle management to monitor and control business activities and
- supports them in strategic decision-making.

The Web-based application produces standardized reports, which bring together all the relevant data from a variety of data sources on a daily or monthly basis. This central information platform, with all the important company performance indicators, provides controllers with tools

- to analyze sales figures and
- other indicators from individual regions, as well as
- planned/actual comparisons based on KPIs (key performance Indicators).

On the basis of this up-to-date and accurate information, management can react swiftly to market trends and deviations from medium-term planning.

BENEFITS

- Improved sales performance
- Cost savings
- Significant time savings



ADAC-Schutzbrief
Versicherungs-AG



Data consistency not warranted

The ADAC companies have been using arcplan since 2001. arcplan replaced a Microsoft Access-based tool that required the application and client software to reside locally on the users' PCs, which greatly slowed performance. Sales Management and the managers of the regional clubs were required to provide reports to headquarters (HQ) by extracting data from the central database and creating paper reports that they sent to HQ. There were numerous problems with this method. Reports were of little use because the data were so old by the time they reached HQ and data consistency could not be guaranteed across the reporting offices. Changes to reports or new reports that were needed by the offices or HQ required time-consuming and expensive external programming support.

Standardized reporting on a common database

ADAC's management understood that management and monitoring of KPIs through standardized reporting using a common database were needed to propel the company's growth. A new system was planned for 2007 delivery. Once internal requirements for the layout and reports had been finalized, arcplan produced prototypes with a homepage, navigation and initial reports. The development of the solution, including the database at the backend, proceeded briskly and after a mere two months the application was ready for user acceptance.

The new EPM solution, based on arcplan Enterprise, enables a variety of data sources to be brought together in one report. This can be both structured data from the SQL Server, MS OLAP or MIS ALEA, and unstructured data from Excel tables. The result is that management, controllers and specialists have at their disposal a broad database comprised of daily, weekly and monthly data from all the company's primary systems that enables them to formulate meaningful analyses. All 400 users can access online the same figures and the performance indicators drawn from them. This allows Sales, Controlling and management to speak the same language as a basis for their strategic contract negotiations and operational decisions.

The system boosts sales effectiveness. With the entire company generating and using reports with common data and comparisons, it is easy to identify top performers and model best practices out of processes that are working exceptionally well in each region. The many and diverse analysis options provide

insight that influences further development of the company's range of products and services, thereby providing a meaningful basis for decision-making on the further sales potential of a product or the exploitation of new trends.

Revenue has grown because the arcplan system makes it easier and faster for regional clubs to run up-selling and cross-selling campaigns. This means that management can give appropriate advice based on indicators such as the detection rate of ADAC members, who already have an insurance product.

ADAC's project team understood that user acceptance of the system would depend on how simple and standardized they could make the user interface. They designed flexible, intuitive navigation that enables users to find immediately the reports they want. The reports themselves are meaningful, well-structured and streamlined. The figures are always structured in the same way and therefore have a high likelihood of recognition, and the data is imparted with the help of graphics, tables and diagrams.

Benefits of the new solution

The arcplan application provides a sound basis for improved performance throughout the company since both HQ executives and managers in regional clubs can respond appropriately to the challenges of the market based on consistent, accurate data. The time factor plays a significant role in this: thanks to online access, reports are instantly available, enabling management to easily identify variances to plan and drill down for more information. This allows managers to make timely amendments to business procedures, if required.

System Has Bottom-Line Benefits

Thanks to the flexibility of the solution, the ADAC insurance companies are able to save time and money. IT employees can develop new reports by themselves, quickly and simply, without the need for outside help, and can also adapt existing reports to suit management's requirements. Based on the composition of a KPI, potential weak spots have been detected in a deviation from the planning, which has allowed management to take cost-cutting steps. In addition, the companies integrate economic data from the SAP systems which has helped boost revenue.

arcplan Information Services GmbH

arcplan is a vendor of Enterprise Performance Management software and services that enable cost-effective, cross-functional performance management with real-time data access. Founded in 1993, arcplan supports more than 2,500 customers and 300,000 users worldwide. For more information visit www.arcplan.com.