

South Florida Insurance Company Scores Big with Score Cards



When the company's CIO, first considered building a data warehouse he had very specific objectives in mind. "We wanted a common interface point for all of our application systems which would provide management visibility into the performance of all our lines of business. We also believed that if we constructed the data warehouse appropriately, we could considerably simplify future systems integration challenges related to evolving internal applications or new business acquisitions."

The Company selected Threshold Consulting Services, Inc, a Clearwater based professional services firm specializing in delivering data warehouse solutions. Starting in March, a joint Company and Threshold project team utilized structured business analysis techniques and off-the shelf tools in building a solutions framework including a data warehouse and functionally aligned reporting data marts. The first data mart and associated "Score Card" was delivered in July.

The Company's Chief Financial Officer was very pleased. "The first Score Card far exceeded our expectations – we saw all of our key business drivers on a single page and could drill down into our exact performance parameters. We were able, for the first time, to see across a variety of historic and current measures and identify trends within specific lines of business. Areas needing attention became a lot clearer."

The CIO is directing the team to address additional areas, data marts and score cards. He anticipates the next set of deliverables shortly. "Threshold's incremental approach and methodology generates deliverables very quickly, providing useful functionality early into the process. Our return on investment began within a few months of the project's start. Also, our use of standard tools and an aggressive knowledge transfer process is allowing us to de-emphasize the consultant's role as we proceed with the project."

The CIO is convinced the data warehouse will more than meet The Company's original objectives. "We now have a single version of the truth with respect to most of our data which will pay dividends as our business grows and evolves. The Score Cards provide the management team a simple, accurate and timely view of business performance at their desk top."