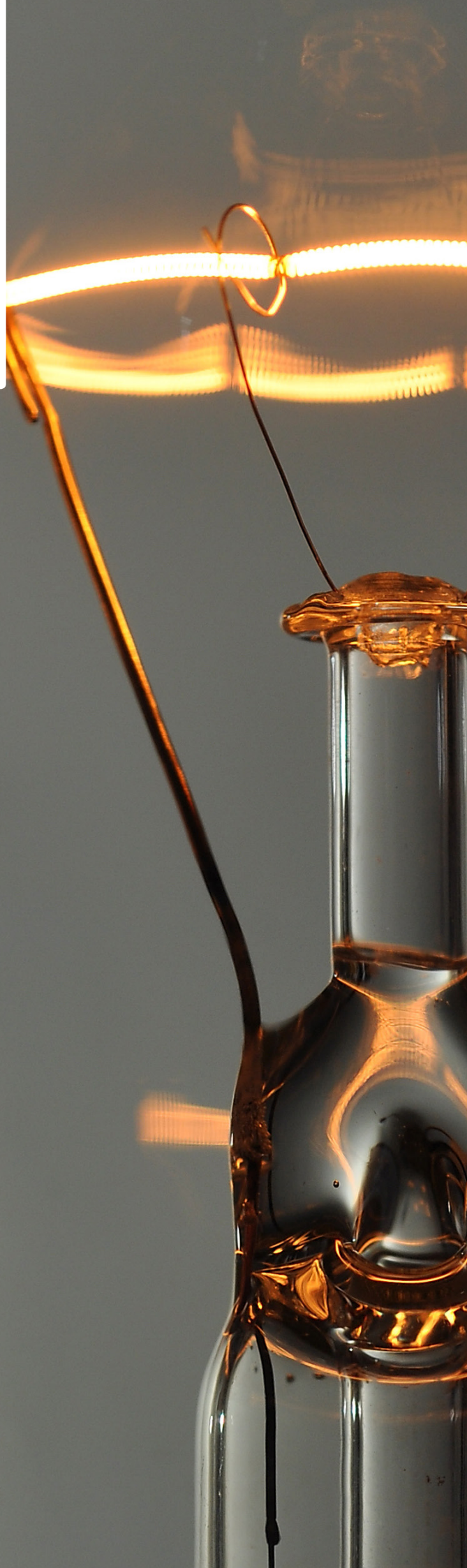




Market intelligence  
strategic partners to  
the insurance sector





### The rise of analytics

The need to access relevant, up to date information to drive business decisions is at the heart of modern business management. While the insurance industry has traditionally been at the forefront of using analytics as a core business enabler, in recent years it has been challenged to successfully integrate it into all aspects of its operations. Insurers that successfully combine their data with the required talent to interpret and generate insights can use this as a key differentiator.

A major change in how businesses are using data in the past number of years, is the incorporation of data generated outside their own organisation. The use of third party data such as market, economic, environmental or demographic data has demonstrated an ability to provide all important context to their own results.

At a more strategic level, businesses have been challenged to understand their position and performance in the context of the market. In the fast paced world of insurance, being correctly positioned with the right information at the right time has always been the key.

### The Insurance Ireland – Deloitte Strategic Alliance Partnership

Insurance Ireland is at the heart of the collation and provision of market data in Ireland for over two decades centred on the annual 'Factfile' publication of key industry metrics. A strategic review by Insurance Ireland of the services they provide to their members highlighted the opportunity to enhance this offering by partnering with a leading professional services firm in the industry.

In June 2015, Insurance Ireland announced Deloitte as its Market Intelligence Strategic Alliance Partner (SAP) for the period 2015 to 2017.

A core component of this partnership is the development of a Market Intelligence Portal. Deloitte has worked closely with the Insurance Ireland team on the design and development of a Portal that will enable them to distribute valuable data and insights to their members on a monthly (Life) / quarterly (Non-Life and International) basis without any charge to members.

There is no comparative offering in the market and is leading edge amongst other European insurance federations and other industry groups.





# Turning Data into Industry Insight

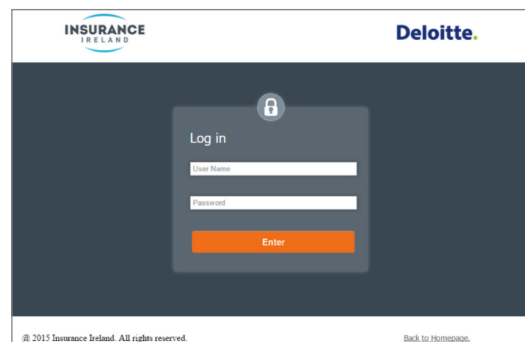
The Market Intelligence Portal is designed to be a one stop solution for Insurance Ireland members to provide and access up-to-date industry data in a secure, easy to interpret format. The key metrics and other requirements were gathered during a series of workshops, facilitated by Deloitte and attended by representatives of Insurance Ireland members across the different sectors to provide a customised solution for Insurance Ireland's members.

The portal was designed and developed on behalf of Insurance Ireland by a team from Deloitte Consulting that combined industry, analytics, digital design and technology development expertise. This cross-functional team demonstrates the wide range of skills that are required to collaborate to successfully turn data into insight.

The Market Intelligence Portal has three core features:

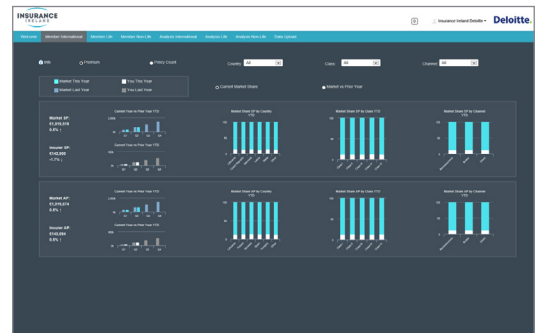
## Data upload

- Members upload their data through a secure portal.
- The data is validated and encrypted before being stored in a secure database



## Visualising market results

- The unique sector dashboard has been built for each of the three sectors (life, non-life and international) that can be accessed through a range of devices, including mobile
- Users can see their performance in the key metrics in the context of the "Market"; the aggregated data of their peers
- Users can filter the data by specific lines of business, products and distribution channels to get detailed insight



## Commentary on market performance

Beyond visualising the market performance, the portal will host detailed analysis of the drivers of the results written by Deloitte on a quarterly basis. This commentary will be based on Deloitte's knowledge of the market gleaned through analysis of the data and wide ranging engagements with the industry.

# Market Intelligence Strategic Alliance Partners

## Deloitte

With nearly 2,000 people in Ireland, Deloitte provide audit, tax, consulting, and corporate finance to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. With over 210,000 professionals globally, Deloitte is committed to becoming the standard of excellence.

The Deloitte Insurance Analytics team specialises in solving data, technology and business challenges. Our comprehensive approach is based on deep industry knowledge, broad functional experience and a mastery of technology.

Deloitte are a leading provider of professional services to the Insurance industry. The team consists of specialists in all the key capabilities required to successfully deliver the promise of analytics to your business.

### Key Contacts

**Glenn Gillard**  
Partner, Head of Insurance

**Donal Lehane**  
Partner, Consulting Insurance Lead

**Simon Murphy**  
Partner, Technology

## Insurance Ireland

Insurance Ireland, the voice of Insurance in Ireland represents 95% of the domestic insurance and 80% of the international Life Insurance market.

Insurance Ireland members pay out more than €10 billion in claims and benefits to Irish customers and contribute over €1.8 billion in tax to the Irish exchequer per annum. The insurance industry holds over €200 billion in assets in Ireland of which €35 billion is invested in Irish infrastructure and government debt, generates €33bn in premium income (domestic and overseas) and employs more than 28,000 people.

### Key Contacts

As the voice of insurance actively promoting the highest standards, Insurance Ireland:

**Kevin Thompson**  
CEO

**Ajay Pathak**  
COO

**Laura Farrell**  
Director of Membership Services

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