



RIAS plc
Bournemouth, England
www.rias.co.uk

Industry:

Financial Services

Annual Revenue:

US\$103 million

Employees:

1,000

Oracle Products & Services:

Oracle Database
Oracle Warehouse Builder
Oracle Discoverer Plus
Oracle Discoverer Viewer
Oracle OLAP
Oracle Data Mining
Oracle Portal
Oracle Reports

“Using Oracle business intelligence tools, we created an environment that provides timely, accurate information to decision-makers in multiple departments simultaneously while making significant savings over specialist solutions.”

– Rod Swift, Head of Applications Development, RIAS

RIAS Turns Information into Knowledge by Leveraging Data Assets

RIAS, a specialist insurer for clients in the over-50s age bracket, has a rapidly growing customer base of 840,000. The company which typically saves new customers up to 35% on their home and motor insurance is the UK’s fastest growing personal lines intermediary with a 20% year-on-year growth in income and customers.

Challenges

- Enhance ability to analyze customer and product data to improve cross-selling and up-selling and increase market share
- Extend the availability of actionable information from business intelligence (BI) professionals to a wider accountable audience

Solution

- Replaced SQL server and Cognos-based management information system with Oracle Database 10g and BI tools
- Used Oracle Warehouse Builder to design and deploy a BI solution using data from in house and third-party sources
- Benefited from Oracle Warehouse Builder’s sophisticated extraction, transformation, and load capabilities to manage the full cycle of data and meta data
- Using Oracle OLAP for multidimensional analytical online processing (MOLAP) to speed processing
- Carrying out predictive analysis with Oracle Data Mining to run “what-if” scenarios for more accurate forecasting
- Gave executives the ability to carry out data analysis on their desktops using Oracle Discoverer
- Cut report creation time from weeks to days by building workbooks in Oracle Discoverer Plus and sharing them with colleagues via the Intranet using Discoverer Viewer
- Gave self-service single sign-on access to BI tools and reports with views relevant to job function using Oracle Portal and Oracle Discoverer
- Creating daily operations, customer experience, and telephony dashboards and delivered them to staff using Oracle Portal
- Using business intelligence to help grow the customer base and deliver customer lifetime value by running targeted campaigns and enhancing the customer experience