

RV Vertriebscockpit



Innovative Business Intelligence solution becomes reality in Raiffeisen Versicherung

On 14.06.2016 a BI solution „Vertriebscockpit“ was successfully deployed into production. Following lines provide a short overview of the scope and challenges of the project.

By beginning of 2015, RV Vertriebscockpit was initiated as project in line with UDM.

The overall coordination of the project and architecture design was entrusted to UITS. The solution has been based on Microsoft SQL DWH and WebFocus, the same software stack which has been selected for future Enterprise DWH (EDWH). The implementation was done together with development partner Raiffeisen Informatik Consulting (RIC) taking into account the latest technology standards.

Project from business department view – PM Mr. Michael Seitner

What was the primary motivation for initiation of „RV Vertriebscockpit“ project ?

Motivation for the project was to automatise provision of complete view on the actual key sales data for the management. On one hand this meant to restructure our existing database with support from UITS and secondly to select a modern business intelligence solution that represents data in a way immediately understandable at a first glance.

For whom it has been developed?

The platform provides a quick and comprehensive overview of the current key sales figures by line of business and region for RV Sales management / Bancassurance Austria. In RV country organizations (Landesorganisationen) the data is selected up to the end of the broker chain (Raiffeisen banks) in order to allow deduction of efficient control measures. In the future respective Raiffeisen banks will get direct access to Management Reports in their own responsibility area.

Where do you see a major benefit of using the new BI solution

RV Vertriebscockpit allows that aggregated result of Product- or Inventory figures of Austria is broken down with a few clicks for respective „Bundesländer“ (provinces), „Betreuungsgebiete“ support areas and banks. This is the novelty in our reporting system which allows to quickly plan respective further analysis and activities on a detailed level.

Why did you choose Webfocus 8 as your future reporting platform ?

WebFocus 8 or the vendor "Information Builders" brought both technically and economically the best package from the perspective of the business department and also after evaluation by the UITS architecture brought both. This has been proven in a selection process among more international providers of Business Intelligence solutions. WebFocus has been already used in both UNIQA and Raiffeisen Banking Group, that was also an additional asset in our decision.

How was collaboration with our UITS team ?

It was a very challenging and intense period for both our business department and UITS and for the entire project team. Professional collaboration was characterized by high motivation of all

participants. Everyone had a common goal in mind and we managed a „precision landing“ with this project. At this point I would like to thank all project members and in particular to the fellow developers in Nitra. I think we've all learned a lot.

First step was done, what's next ...

In early July the project team was entrusted with Phase II of the RV sales cockpit under the name "SAP BO Ablöse ". The aim of this project is a full removal of SAP BO in Raiffeisen Versicherung and the implementation of further detailed 23 reports for sales cockpit. The project completion is envisaged in the second quarter of 2017.