Paper 335-2008

Business Intelligence for a Demanding Company: A Real-World Experience from Implementation of the SAS® Platform in PZU SA, the Biggest Polish Insurance Company

Tomasz Staniszewski, PZU SA

ABSTRACT

PZU SA is the biggest Polish insurance company, having 50% of market share, with the vast majority of the Polish population as customers and a full product portfolio of all kinds of insurance policies. Everyday operations, as well as strategic initiatives, require accurate and trusted information, quickly distributed to all employees at all levels of the organization. This task is accomplished with implementation of high-end software tools including SAS® Enterprise Intelligence Platform.

PZU has been using SAS® software for many years, but implementation of SAS® 9 Enterprise Intelligence Platform is not just another software upgrade task. The situation of having but not using the new business intelligence products and features would be similar to having a new Porsche car and pushing it by hand instead of driving. The implementation of this new architecture has a huge impact on business processes related to programming cycle, data management, and presentation. The whole process of implementing SAS BI Solutions must be thoroughly planned. Otherwise, we would not be able to provide customers with reports they really need and at the time required. This presentation is a real-life story, based on SAS BI implemented in PZU SA, used day-by-day by 6000 end users, monthly supplying approximately 50,000 SAS reports. We will briefly tell you how it works, what the DWH architecture is, and what organizational changes were applied.

No paper was submitted for publication.

CONTACT INFORMATION

Tomasz Staniszewski
PZU SA
tstaniszewski@pzu.pl