



CIGNA SIGNS WORLDWIDE DI-ATLANTIS

SITE LICENSE

CIGNA Corporation, based in Philadelphia, PA, is a leading international provider of insurance and related products with assets in excess of \$91 billion. Products and services include managed and indemnity health care coverage; group life, accident and disability insurance; retirement services; and investment management. Previously, the CIGNA Investment Management (CIM) division acquired a divisional site license for DI-Atlantis. As the number of users in CIM expanded to approximately 200, and CIM's enthusiasm for the product grew, other divisions began to evaluate and support the product as well. As a result, top executives purchased a worldwide site license, making DI-Atlantis available to all divisions while minimizing each individual group's cost venture.

DI-Atlantis has been providing an OLAP (On-Line-Analytical Processing) solution to critical data access and retrieval issues in CIGNA's Investment Management (CIM) Division in Connecticut, which manages over \$65 billion of multi-investment assets for CIGNA and several outside interests. Back in 1995, A CIM task force was charged with evaluating and selecting a data analysis package for their division that would solve two formidable problems: 1) getting data directly to analysts at their desktops, enabling them to ask ad hoc questions, get immediate answers, and make timely investment decisions on critical investment factors without waiting

days or weeks for written reports; and 2) reducing the sky-high number of time and resource consuming paper report requests made of the systems support team. "We absolutely needed our analysts to be 'on-line' with their data at all times. In this business, if a possible deal comes up involving a specific company and the analyst has to wait days to check out the risk of exposure for CIGNA, the chances of losing out are pretty high," attests Kevin McCarthy, CIM Systems Consultant and part of the task force.

Having narrowed the search down to three products, detailed feature comparisons



DATA → INFORMATION → ACTION



CIGNA

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Jeff Weinmann
CIGNA, Information Officer

and benchmarking were conducted. CIGNA chose DI-Atlantis for a number of reasons: it was the most intuitive and easy to use, set-up and training were minimal, no knowledge of SQL was needed to use the product, and it had the broadest platform compatibility. But the major reason for the choice was DI-Atlantis's sheer speed when processing very large data sets. “They were the hands-down volume leader after the benchmarking,” says Mark Stafford, Assistant Director of Investment Management Systems. Analysts can access current data with real time speed, all the summary and line item details, and navigate through the data wherever their questions lead them.” All reports in Diver are “live,” meaning the user may click on any element to view the supporting details. CIM uses DI-Atlantis to track large amounts of investment data for the different portfolios within the division. Common Dimensions for their Models include analyst name, asset class, issue name, portfolio, lot number, public/private, industry code, etc. With all this information, analysts can slice and dice the data any way necessary to stay on top of their portfolios.

CIGNA recently integrated a Visual Basic application called “DI-Menu” which acts as a portal for users. It allows users to know the owners of the data Models, where the Models are coming from, and the status date. Users run all DI products from the server, avoiding client installs and the need to know where products reside. Important Model broadcast messages are displayed to all users when they initiate DI-Menu. It also allows users to access all diver manuals and CIGNA data dictionary on the CIGNA intranet.

Jeff Weinman, CIM's Information Officer, states, “With DI-Atlantis, we are accessing data that was not readily available before. The secret is that the system is simple and intuitive. You just populate the Model with

your own data and you are ready to go.” Weinman, who holds responsibility for the information in CIM's data Repository, adds that DI-Atlantis has provided an additional benefit by improving data integrity. “The data is so visible now. It's much easier to locate trouble spots and discrepancies and clean them up. It has really raised people's accountability for their own data. And that's good for CIGNA.”

“We are extremely pleased with the positive differences DI-Atlantis has made,” says Mag Francis, Assistant Vice President of Investment Systems. “It solved both our problems. By giving people direct access to their data, they can take direct action quickly, and spend a lot less time in nonproductive activity. And we have decreased our number of internal written reports by more than 50%.”

When asked if CIGNA ever calculated a numerical ROI for the DI-Atlantis project, Mark Stafford said, “No. We never felt we needed to. But the number would be very high because it was apparent from the first user training sessions that DI-Atlantis was worth every penny.”

ABOUT DIMENSIONAL INSIGHT: Dimensional Insight offers business intelligence solutions that put you in command of your business. Companies worldwide use our technology to target opportunities, track performance, and increase profits. Our flagship product, DI-Atlantis, offers powerful reporting and multidimensional analysis. Navigating through data with DI-Diver is simple for non-technical users, enabling decision-makers across all functional areas of a corporation to access data quickly and intuitively. The solution provides flexible, scalable architecture, secure report distribution, and quick implementation. We also offer specialized solutions for wholesale/distribution, healthcare, manufacturing, and publishing.