INSURANCE PRODUCT PROFITABILITY



A WEB-BASED PERFORMANCE MANAGEMENT APPLICATION

INTRODUCTION

Despite the many natural catastrophes of recent years, many insurance companies have managed to show record profits. Property and casualty insurers in the US, for instance, saw a record \$44.8 billion profit in 2005, passing much of their hurricane-related exposure to re-insurers and state and local governments.

Yet all is not well in the insurance industry. Many insurers feel that they should exit risky business lines or geographies to ensure continued profitability. Risk management experts predict that the spate of natural disasters may continue for the foreseeable future. If such is the case, large insurance companies may not escape financial ruin so easily. To maintain profitability in the face of escalating risks, insurance companies must be nimble enough to change course in an instant—shifting emphasis from one product to another, one region to another, one business line to another.

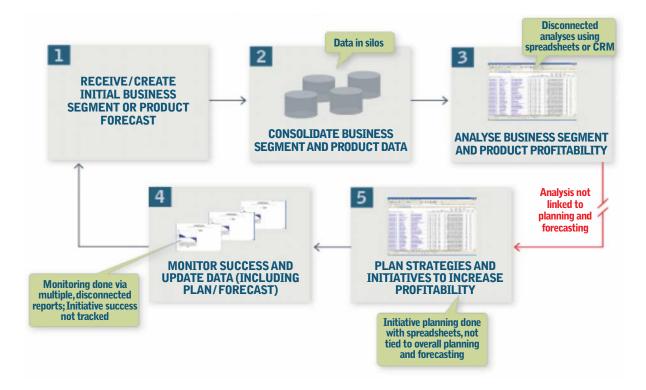
The problem is that most insurers are unable to change course very quickly.

The breakdown occurs in two primary areas. First, insurers have struggled to get the right data to make decisions in a timely manner. Too often, insurance executives do not trust the data they are given; data is not presented in a user-friendly way; or data is not structured to answer key business questions. Second, insurers are rarely able to accurately forecast multiple business scenarios to determine the most profitable course of action.

Strategic planning and forecasting is typically an annual event, often based on prior year results (plus some percentage growth) rather than on business drivers, and is typically done in isolation by product line or business segment—without considering overall impact.

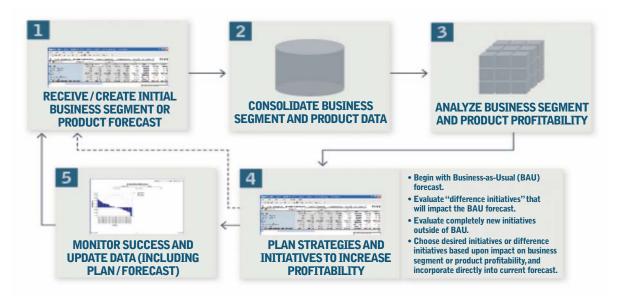


Product Profitability Management at Most Insurers



Despite the inefficient processes found at many insurers, driving product and overall profitability through a coordinated, efficient process is *not* impossible. The first step is to consolidate data, storing all relevant transactional, product, claim, and expense information in an accessible place. Next is to apply the appropriate reporting and analysis tools to the task of understanding as much as possible about business segments, product lines, individual products, and brands. Once these categories are understood more completely, insurers can confidently assess the financial impact of "business as usual" as opposed to implementing one or more initiatives for specific product lines, products, or business segments to improve profitability. Finally, insurers can monitor the success of plans and initiatives and feed what has been learned back into the process, creating a closed-loop cycle for continual performance improvement.

Driving Product Profitability (Insurance)



THE COGNOS SOLUTION: THE INSURANCE PRODUCT PROFITABILITY PERFORMANCE BLUEPRINT

"The Cognos Insurance Product Profitability Performance Blueprint offers a strong performance management platform that enables insurers to optimize their product mix and continuously drive profitability through both historical reporting and analysis and long-term initiative planning and forecasting."

John Herrmann
Manager of Group Budgeting and Forecasting

Suncorp

The Cognos *Insurance Product Profitability Performance Blueprint* lets insurers create business segment profit-and-loss statements and balance sheets by product line, product, and brand. The *Blueprint* allows business analysts, product managers, and finance executives to report on and analyze profitability, to create P&Ls and balance sheets, and to plan initiatives to improve business segment results.

The *Insurance Product Profitability Performance Blueprint* is described in more detail below. The solution contains two primary components:

- Reporting, analysis, dashboards, and scorecards using Cognos 8 Business Intelligence
- Planning and forecasting using Cognos 8 Planning

These components allow users across the insurance enterprise to perform more effectively.

- Finance executives can plan across business segments, products, and brands in an efficient, consistent manner—with contributor plans from all products or brands rolling up into a single, consolidated plan—and no more Excel version control issues!
- Business segment executives, product managers and analysts can evaluate changing market conditions
 and consider multiple scenarios on a rolling, immediate basis—taking into account the overall impact
 to business segment, product or brand profitability and enabling the enterprise to act in a coordinated
 fashion.

Using the Cognos 8 Planning and Cognos 8 Business Intelligence solutions, the *Blueprint* enables insurers to receive business segment, product line, and brand information, analyze that information to determine targets, plan initiatives to increase profits in the chosen target, and manage and update a P&L and balance sheet at the desired level in the product hierarchy. The descriptions below follow that workflow—report and analyze business segments, product lines and brands; plan initiatives; and manage the P&L and balance sheet.

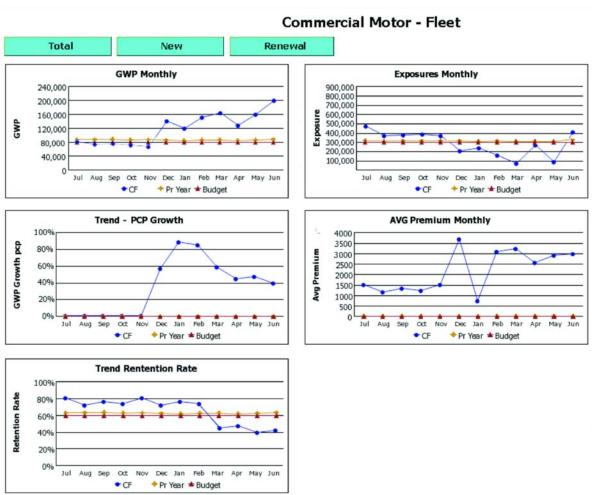
BUSINESS SEGMENT, PRODUCT LINE, PRODUCT AND BRAND REPORTING, ANALYSIS, DASHBOARDS, AND SCORECARDS

The *Insurance Product Profitability Performance Blueprint* provides a hierarchy of dashboards and reporting designed to guide the user through increasingly deeper levels of business segment, product line, or brand profitability. The first level in the hierarchy provides a view across a business segment (such as commercial or personal insurance), product line, or brand, helping the user understand performance across measures such as revenue and profitability at a glance.



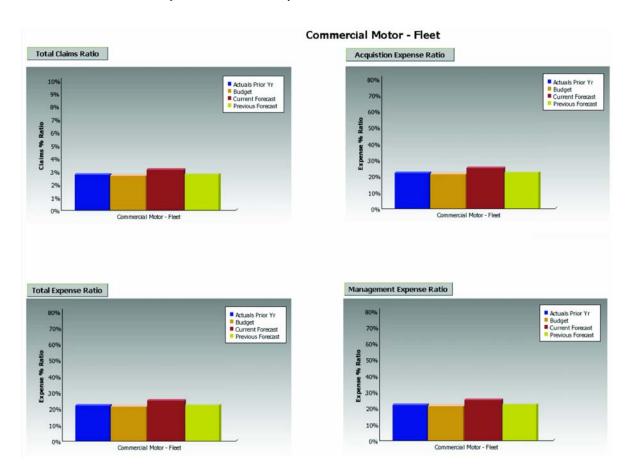
From the dashboard, there are several logical areas where the user may choose to drill down for more information. The first of these is revenue growth. From the **Revenue Growth** chart, the user may drill down into a series of reports that provides more information on gross written premiums, retention rate, and renewals. The charts shown below compare these measures—including growth rates in some cases—across prior year results, the budget, and the current forecast.

Revenue Growth Drill-Down Reports



In addition to revenue growth, the user may also want to investigate other critical aspects of profitability—claims and expenses. The Total Claims and Total Expense Report provides an initial view into these items.

Total Claims and Total Expense Drill-Down Reports



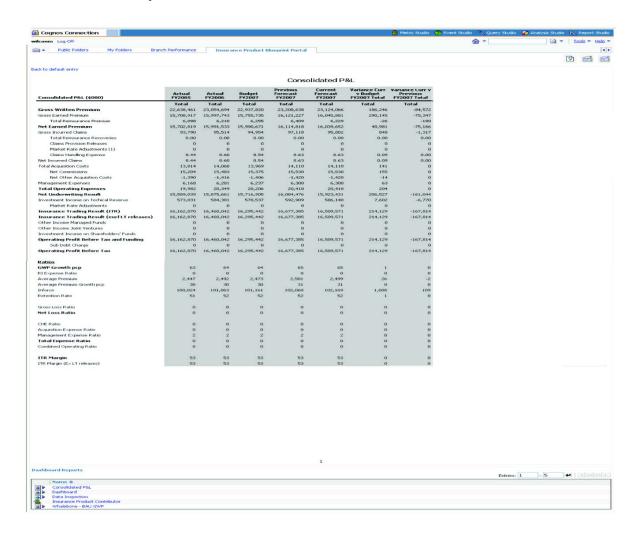
From here, the Claims Drill-Down Report provides another series of key performance graphs such as Total Losses, Working Losses, Event Losses, and Large Loss Ratios.

Claims Drill-Down Reports



Finally, the user may wish to go directly to the Consolidated Profit and Loss Report for the business segment, product line, or brand. The portal provides a quick link to access that report, which provides the full P&L, including Gross Written Premium, Net Earned Premium, Operating Expenses, Net Underwriting Result, Insurance Trading Result, Profit Before Tax and Funding, and Operating Profit Before Tax. In addition, a key set of performance measures is displayed, including growth rates, expense ratios, and policies in force. All of the income statement items and performance measures referenced are displayed for historical actuals, budget, previous forecast, and current forecast.

Consolidated P&L Report



Of course, the overall objective of this *Blueprint* is to enable insurers to *affect* the profit- and-loss statement in a positive way. To do so, insurers must have a solid understanding of the "business-as-usual" forecast, then evaluate potential initiatives and difference initiatives to discover the impact on the P&L. Note that a "difference initiative" is one in which the user modifies the current business-as-usual forecast and then the model calculates what would need to take place to accomplish that objective. An "initiative" begins with a clean slate—not the business-as-usual forecast—and the user defines the desired result.

REVENUE PLANNING

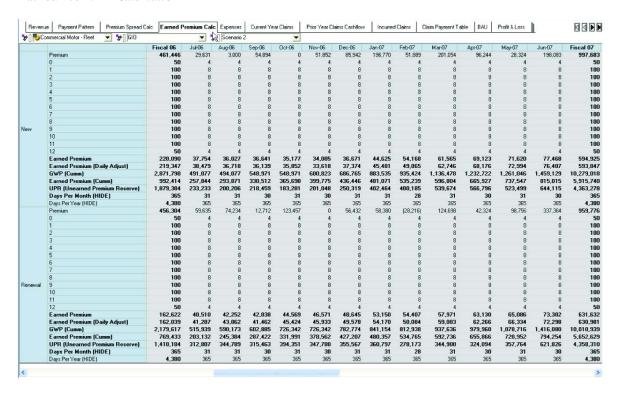
Using Cognos 8 Planning, a revenue forecast is created that includes both new and renewal premiums, and considers items such as exposure, cancellations, and lapses. The revenue forecast may occur at any level, including business segment, product line, or brand. Earned premium calculations and phasing are also considered in the model.

To facilitate data entry, the **Revenue** tab may be reoriented as needed. For example, the tab may be reoriented to work on the Gross Written Premium for all product groups in the business segment. Fields in GRAY are non-editable and consist of historical data (which is locked), data linked over from other tabs, or items calculated from information entered in the white (editable) areas. As changes are made, they are highlighted in **BLUE** along with any cells affected by the change. Changes will affect revenue numbers and flow through the model to subsequent tabs, including the **Profit and Loss** statement and **Balance Sheet**.

Revenue

Commercial Motor - Fleet AMP		▼ **	Current Foreca	st	-								
- 01-	Choice	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Fiscal 07	Jul-07	Aug-07	Sep-07	Oct-07
Choice	-				110000	3.40.50					,g u.		
Gross Written Premium		388,143	61,686	244,456	647.064	644,936	522,421	1.327.274	5.099.617	215,800	334,631	452,403	99,962
GWP - New		340,670	56,872	23,963	125,714	67,892	113,585	519,312	1,489,180	79,591	52,005	115,940	3,396
Premium - New		320,906	22,675	16,047	117,928	62,843	108,695	510,221	1,383,372	77,958	50,468	113,644	100
Average Premium - New		40,113.3	11,337.5	8,023.5	13,103.1	10,473.8	12,077.3	26,853.7	17,078.7	7,795.8	5,607.6	18,940.7	100.0
Average Premium - New (\$ Adj)		15,132.0	0.0	0.0	6,106.6	10,473.8	5,078.3	21,989.8		0.0	0.0	0.0	0.0
Average Premium - New (% Adj)		61%	0%	0%	87%	0%	73%	452%		0%	0%	0%	0%
Average Premium - New (Trend)		24.981.3	11.337.5	8.023.5	6.996.5	0.0	6.999.0	4.863.9	63,201.7	7,795.8	5,607.6	18,940.7	100.0
Exposure - New		8	2	2	9	6	9	19	81	10	9	6	1
Exposure - New (# Adi)		1	ō	0	7	6	8	5	0.	0	0	0	0
Exposure - New (% Adj)		14%	0%	02	350%	02	800%	36%		0%	0%	0%	0%
Exposure · New (Trend)		7	2	2	2	0.0	1	14	28	10	9	6	1
Endorsement Premium - New		19,764	34,197	7,916	15,942	5,049	4,890	9,091	113,963	1,633	1,537	2,296	3,296
Average Premium - New Endorsement		1,918.8	4,952.4	835.4	1,182.2	759.2	721.0	717.0	971.8	1,071.0	92.4	168.6	177.9
Average Premium - New Endorsement (\$ Adj)		833.4	828.4	828.4	823.4	759.2	721.0	717.0	J. 1.0	0.0	0.0	0.0	0.0
Average Premium - New Endorsement (* Adi)		77%	20%	11.834%	229%	0%	0%	0%		0%	0.0	0.0	0%
Average Premium - New Endorsement (Trend)		1.085.4	4.124.0	7.0	358.8	0.0	0.0	0.0	5.575.3	1.071.0	92.4	168.6	177.9
Exposure - New Endorsement		10	7	9	13	7	7	13	117	2	17	14	19
Endorsement Rate - New		14.93%	9.21%	12.31%	17.29%	9.26%	10.00%	18.70%	17.29%	1.89%	18.52%	14.52%	20.59%
Endorsement Rate - New (# Adi)		8.06%	8.20%	8.20%	8.20%	9.26%	10.00%	10.00%	17.23%	0.00%	0.00%	0.00%	0.00%
Endorsement Rate - New (% Adi)		117.51%	811,48%	199,45%	90.16%	0.00%	0.00%	115.00%		0.00%	0.00%	0.00%	0.00%
Endorsement Rate - New (% Adj)		6.86%	1.01%	4.11%	9.09%	0.00%	0.00%	8.70%	29.77%	1.89%	18.52%	14.52%	20.59%
Cancellation Premium - New		0.00%	0	4.11%	8.156	0.00%	0.00%	0.70%	8.156	0	0.32%	0	20.33%
Average Premium - New Cancellation		0.0	0.0	0.0	6.901.0	0.0	0.0	0.0	6,901.0	0.0	0.0	0.0	0.0
Average Premium - New Cancellation (\$ Adi)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0,301.0	0.0	0.0	0.0	0.0
Average Premium - New Cancellation (\$ Adj)		0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0
Average Premium - New Cancellation (7 Adj)		0.0	0.0	0.0	6.901.0	0.0	0.0	0.0	6,901.0	0.0	0.0	0.0	0.0
Exposure - New Cancellation		0.0	0.0	0.0	6,301.0	0.0	0.0	0.0	6,301.0	0.0	0.0	0.0	0.0
Exposure - New Cancellation Cancellation Rate - New		0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Cancellation Rate - New (# Adi)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.134	0.00%	0.00%	0.00%	0.00%
		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
Cancellation Rate - New (% Adj)									4 500				
Cancellation Rate - New (Trend) GWP - Renewal		0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00% 282.626	0.00%	0.00%
Premium - Renewal		47,473 85,125	4,814 35,839	220,492 228,280	521,351 538,265	577,045 592,560	408,836 398,986	807,963 854,628	3,610,437 3,790,769	136,209	281.810	336,463	96,566 98,454
Average Premium - Renewal		10.047.1	15.204.4	15.218.6	16.144.9	16.967.6	12,665.1	17.029.8	11.707.9	6,868.2	7,289.2	8.038.7	9.793.6
		6.440.8	10.398.0	5.508.3	6.998.9	8.170.2	8.138.6	10,561.3	11,707.3	0.0	0.0	0.0	9,793.6
Average Premium - Renewal (\$ Adj)		1792	216%	5,508.3	77%	93%	180%	163%		0.0	0.0	0.0	0.0
Average Premium - Renewal (% Adj)		3,606.4	4.806.4	9,710.3	9.145.9	8.797.4	4.526.5	6,468.5	47,061.4	6.868.2	7.289.2	8.038.7	9.793.6
Average Premium - Renewal (Trend)		3,606.4											
Exposure - Renewal			2	15	33	35	32	50	324	21	39	42	10
Exposure - New Renewal		1 2	0	1	14	10 10	8	6	46 60		5	10	6
Offered - New Renewal		8.737	0	0	186.908	0	14.248	0	209.893	0	0		ь П
Lapse Premium - New Renewal		8,737	0	0	186,308	0	14,248	0	203,833	0	0	19,731	U
Lapse Exposure - New Renewal		10.100					10 500					2	U
Lapse Rate - New Renewal		43.48%	25.00%	0.00%	82.69%	0.00%	12.50%	0.00%	22.62%	0.00%	0.00%	25.00%	0.00%
Lapse Rate - New Renewal (# Adj)		0.00%	0.00%	0.00%	7.69%	0.00%	12.50%	0.00%		0.00%	0.00%	0.00%	0.00%
Lapse Rate - New Renewal (% Adj)		0.00%	0.00%	0.00%	10.26%	0.00%	0.00%	0.00%	140 400	0.00%	0.00%	0.00%	0.00%
Lapse Rate - New Renewal (Trend)		43.48%	25.00%	0.00%	75.00%	0.00%	0.00%	0.00%	143.48%	0.00%	0.00%	25.00%	0.00%
Exposure - Renewal Renewal		7	2	14	31	25	24	44	277	20	34	34	4
Offered - Renewal Renewal		9	3	15	37	27	30	58	326	24	36	40	5
Lapse Premium - Renewal Renewal		16,657	9,774	15,219	98,215	35,240	80,704	227,187	625,970	27,203	15,830	43,307	12,213
Lapse Exposure - Renewal Renewal		2	1	1	6	2	6	13	48	4	2	5	1
l anse Rate - Renewal Renewal		18 422	21 43%	6 672	16 442	7 692	21 24%	23 19%	14 802	16 67%	6 06%	13 51%	23 53%

Earned Premium Calculation



EXPENSE PLANNING

The Expenses tab provides the cost portion of the Profit and Loss statement. As shown in the screen capture below, the Expenses tab captures such items as commissions, distribution allowance, and other management expenses. The end result is total operating expenses. In addition, the tab provides a number of key ratios, including total acquisition costs, net commission, and total expense ratios.

Expenses

🎁 Commercial Motor - Fleet 💌 🔭 G	10		▼ %	Current Forec	ast	▼										
	Method *	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Fiscal 07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08
Gross Written Premium		142,221	250,838	31,254	326,395	139,532	130,063	522,332	2,005,921	127,054	146,162	165,017	225,519	10,613	15,214	232,7
GWP - New		85,789	196,770	59,470	201,697	97,208	31,307	184,968	976,188	46,404	34,776	91,980	32,920	8,686	15,214	74,5
GWP - Renewal		56,432	54,068	(28,216)	124,698	42,324	98,756	337,364	1,029,733	80,650	111,386	73,037	192,599	1,928	0	158,2
Gross Earned Premium		86,799	95,338	107,530	122,471	131,405	142,311	135,590	1,199,338	173,060	181,610	200,637	199,725	170,689	177,901	164,5
Gross Earned Premium - New		37,222	45,481	57,445	63,388	69,140	75,977	63,292	572,352	90,878	96,964	114,726	92,353	91,089	82,918	75,0
Gross Earned Premium - Renewal		49,578	49,858	50,084	59,083	62,266	66,334	72,298	626,986	82,182	84,646	85,910	107,371	79,600	94,983	89,4
Net Earned Premium		86,776	95,297	107,524	122,417	131,382	142,290	135,503	1,199,006	173,039	181,585	200,609	199,687	170,688	177,898	164,4
Total Acquisition Costs		7,587	20,281	20,757	20,889	21,156	21,284	21,282	133,270	21,985	22,175	22,751	22,582	22,050	22,082	21,7
Net Commissions		(10,028)	[2,431]	(4,708)	(1,267)	(3,273)	(3,326)	1,153	(23,845)	(3,007)	(2,697)	(2,186)	(1,592)	(4,303)	[4,234]	(1,8
Commission - New		1,000	2,293	693	2,350	1,133	365	2,155	10,022	541	405	1,072	384	101	177	8
Commission - New Rate		1.17%	1.17%	1.17%	1.17%	1.17%	1.17%	1.17%	1.03%	1.17%	1.17%	1.17%	1.17%	1.17%	1.17%	1.1
Commission - New Rate (# Adj)		0.03%	0.03%	0.03%	0.03%	0.03%	0.03%	0.03%		0.03%	0.03%	0.03%	0.03%	0.03%	0.03%	0.0
Commission - New Rate (% Adj)		2.53%	2.53%	2.53%	2.53%	2.53%	2.53%	2.53%		2.53%	2.53%	2.53%	2.53%	2.53%	2.53%	2.5
Commission - New Rate (Trend)	7	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	7.95%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.1
Commission - Renewal		Previous Year	614	(321)	1,417	481	1,122	3,834	7,789	916	1,266	830	2,189	22	0	1,7
Commission - Renewal Rate	6 Month Av		1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	0.76%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.1
Commission - Renewal Rate (# Adj)	12 Month A	verage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Commission - Renewal Rate (% Adj)	Last Period Zero Trend		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
Commission - Renewal Rate (Trend)	ZCIO TICHA	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	7.95%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.1
AMP Distribution Allowance		1,616	2,850	355	3,709	1,586	1,478	5,936	17,530	1,444	1,661	1,875	2,563	121	173	2,6
AMP Distribution Allowance Rate		1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	0.87%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.1
AMP Distribution Allowance Rate (\$ Adj)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
AMP Distribution Allowance Rate (% Adj)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
AMP Distribution Allowance Rate (Trend)		1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	7.95%	1.14%	1.14%	1.14%	1.14%	1.14%	1.14%	1.1
Reinsurance Exchange Commission	•	6,400	6,400	6,400	6,400	6,400	6,400	6,400	44,800	6,400	6,400	6,400	6,400	6,400	6,400	6,4
DACA - Commissions		6,885	1,788	(965)	2,343	72	(109)	4,371	14,386	[492]	(371)	(437)	327	(1,853)	(1,816)	8
Net Other Acquisition Costs		4,815	9,912	12,665	9,357	11,628	11,809	7,329	67,514	12,192	12,071	12,137	11,373	13,553	13,516	10,8
Other Acquisition Costs		3,700	3,700	3,700	3,700	3,700	3,700	3,700	25,900	3,700	3,700	3,700	3,700	3,700	3,700	3,7
DACA - Other Acquisition Costs		6,885	1,788	(965)	2,343	72	(109)	4,371	14,386	(492)	(371)	(437)	327	(1,853)	(1,816)	
Levies & Charges		8,000	8,000	8,000	8,000	8,000	8,000	8,000	56,000	8,000	8,000	8,000	8,000	8,000	8,000	8,0
Management Expenses		30,000	30,000	30,000	30,000	30,000	30,000	30,000	210,000	30,000	30,000	30,000	30,000	30,000	30,000	30,0
Total Operating Expenses		37,587	50,281	50,757	50,889	51,156	51,284	51,282	343,270	51,985	52,175	52,751	52,582	52,050	52,082	51,7
Total Acquisition Expense Ratio		8.74%	21.28%	19.30%	17.06%	16.10%	14.96%	15.71%	11.12%	12.71%	12.21%	11.34%	11.31%	12.92%	12.41%	13.2
Net Commission Ratio		(11.56%)	(2.55%)	[4.38%]	(1.04%)	[2.49%]	[2.34%]	0.85%	(1.99%)	[1.74%]	[1.49%]	(1.09%)	(0.80%)	[2.52%]	(2.38%)	(1.15
Gross Commission Ratio - New		1.15%	2.40%	0.64%	1.92%	0.86%	0.26%	1.59%	0.84%	0.31%	0.22%	0.53%	0.19%	0.06%	0.10%	0.5
Gross Commission Ratio - Renewal		0.74%	0.64%	(0.30%)	1.16%	0.37%	0.79%	2.83%	0.65%	0.53%	0.70%	0.41%	1.10%	0.01%	0.00%	1.0
Commission Ratio		(3.62%)	(0.67%)	(5.28%)	0.88%	(2.44%)	[2.41%]	4.07%	(0.79%)	[2.02%]	(1.69%)	(1.31%)	(0.63%)	(3.61%)	(3.40%)	(0.66
Other Acquisition Expense Ratio		5.55%	10.40%	11.78%	7.64%	8.85%	8.30%	5.41%	5.63%	7.05%	6.65%	6.05%	5.70%	7.94%	7.60%	6.6
Levies & Charges Ratio		9.22%	8.39%	7.44%	6.54%	6.09%	5.62%	5.90%	4.67%	4.62%	4.41%	3.99%	4.01%	4.69%	4.50%	4.8
Management Expense Ratio		34.57%	31.48%	27.90%	24.51%	22.83%	21.08%	22.14%	17.51%	17.34%	16.52%	14.95%	15.02%	17.58%	16.86%	18.2
Total Expense Ratio		43.31%	52.76%	47.21%	41.57%	38.94%	36.04%	37.85%	28.63%	30.04%	28.73%	26.30%	26.33%	30.49%	29.28%	31.4

CLAIMS PLANNING

Tabs in the model for Current Year Claims, Prior Year Claims, and Incurred Claims provide vital claims information for the profit-and-loss statement. These tabs incorporate concepts such as gross and net claims, recoveries, claims handling expense, movements in reserves, and discount unwind. In addition, significant ratios are again provided, such as gross and net loss ratios.

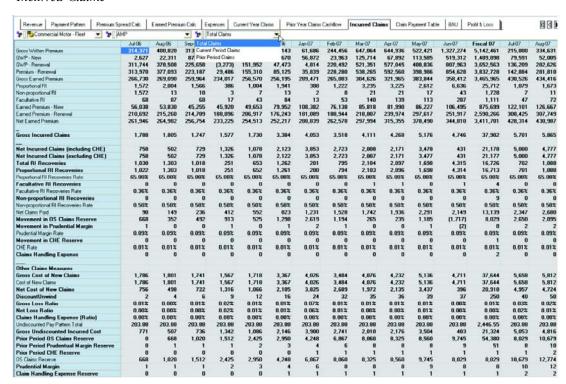
Current Year Claims

The state of the s	Spread Calc		Premium Calc		Curren	t Year Claim		ear Claims Cas	hflow I	curred Claims	Claim Payn	nent Table	BAU Profi	R & Loss	
Current Forecast	Commerci	al Motor - Fle	ref 🔻	MP AMP			- * W	orking		•					
	Method *	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Fiscal 07	Jul-07
New Claims (no CHE or PM)		1,786	1,801	1.741	1,567	1,718	2,129	2,461	2,203	2,550	2,676	3,213	2,979	26,823	3,578
Claims Method															
Claims Method (Choice)										>220					
Incured Dollar - New		375	358	302	307	332	664	921	633		681	722	885	6,900	1,015
Gross Loss Ratio - New		0.67%	0.67%	0.67%	0.67%	0.67%	0.83%	0.85%	0.832		0.83%	0.84%	0.83%	0.79%	0.832
Gross Loss Ratio - New [# Adj]		0.67%	0.67%	0.67%	0.67%	0.67%	0.67%	0.67%	0.673		0.67%	0.67%	0.67%		0.67%
Gross Loss Ratio - New (% Adj)		0.00%	\$00.0	0.00%	0.00%	0.00%	415.94%	371.80%	415.942		415.94%	401.23%	415.94%		415.94%
Gross Loss Ratio - New (Trend)		0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.18%	0.167		0.16%	0.17%	0.16%	1.16%	0.16%
Incured Number - New		0	0	0	0	0	0	0	(0	0	0	0	0	0
Average Claim Size - New		0.0	0.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Average Claim Size - New (\$ Ad)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0		0.0
Average Claim Size - New (% Adj)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.002	0.00%	0.00%	0.00%	0.00%		0.00%
Average Clam Size - New (Trend)		0.0	0.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0	3.0
Claim Frequency - New		0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.04%	0.042	0.04%	0.042	0.04%	0.04%	0.03%	0.042
Claim Frequency - New (# Adi)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.002	0.00%	0.00%	0.00%	0.00%		0.00%
Claim Frequency - New (% Adj)		0.002	0.00%	0.002	0.00%	0.00%	0.002	0.00%	0.002	0.00%	0.00%	0.00%	0.00%		0.00%
Claim Frequency - New (Trend)		0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.04%	0.043	0.04%	0.04%	0.04%	0.04%	0.29%	0.04%
Incured Dollar - Renewal		1,411	1,442	1,439	1,260	1,386	1,465	1,540	1,570	1,831	1,994	2,491	2,094	19,923	2,563
Gross Loss Ratio - Renewal		0.67%	0.67%	0.672	0.67%	0.67%	0.83%	0.85%	0.83%	0.84%	0.83%	0.84%	0.83%	0.77%	0.83%
Gross Loss Ratio - Renewal (# Adil)		0.67%	0.67%	0.67%	0.67%	0.67%	0.67%	0.67%	0.673	0.67%	0.67%	0.67%	0.67%		0.67%
Gross Loss Ratio - Renewal (* Adi)		0.002	0.00%	0.002	0.00%	0.00%	0.00%	0.00%	0.002	0.00%	0.00%	0.00%	0.00%		0.00%
Gross Loss Ratio - Renewal (Trend)		0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.18%	0.163	0.17%	0.16%	0.17%	0.18%	1.16%	0.16%
Incured Number - Renewal		0	0	0	0	0	0	0		0	0	0	0	1	0
Average Claim Size - Renewal		0.0	0.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Average Claim Size - Renewal (\$ Adil)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0
Average Claim Size - Renewal (% Adj)		0.002	0.00%	0.002	0.00%	0.00%	0.00%	0.00%	0.002	0.00%	0.002	0.00%	0.00%		0.00%
Average Claim Size - Renewal (Trend)		0.0	0.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0	3.0
Claim Frequency - Renewal		0.00%	0.00%	0.00%	0.00%	0.002	0.04%	0.04%	0.042		0.04%	0.04%	0.04%	0.02%	0.04%
Claim Frequency - Renewal (# Adj)		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.003		0.00%	0.00%	0.00%		0.00%
Claim Frequency - Renewal (* Adı)		0.002	0.00%	0.002	0.00%	0.002	0.002	0.002	0.003		0.002	0.00%	0.00%		0.002
Claim Frequency - Renewal (Trend)		0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.04%	0.043		0.04%	0.04%	0.04%	0.29%	0.04%
Earned Premium - New		56,001	53,476	45.101	45.821	49.579	79.952	108.382	76.136		81,990	86,227	106,495	874,981	122.101
Earned Premium - Renewal		210.546	215.273	214,716	188,096	206.877	176,243	181,089	188.944		239,974	297.617	251,917	2,590,100	308,425
Inforce - New		66	67	68	69	69	72	76	78		70	68	74	74	85
Inforce - Renewal		337	336	335	337	335	330	322	317		306	307	299	299	288

Prior Year Claims



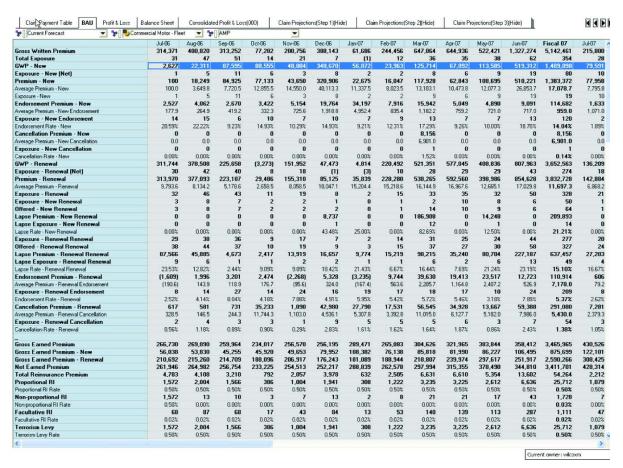
Incurred Claims



INITIATIVE PLANNING

The revenue, expense, and claims planning that has occurred thus far ultimately leads to a **Business-as-Usual** (BAU) forecast. In this scenario, the assumption is that nothing changes. The BAU tab (shown below) reflects the profit and loss statement for the business segment, product line, or brand if this scenario is chosen.

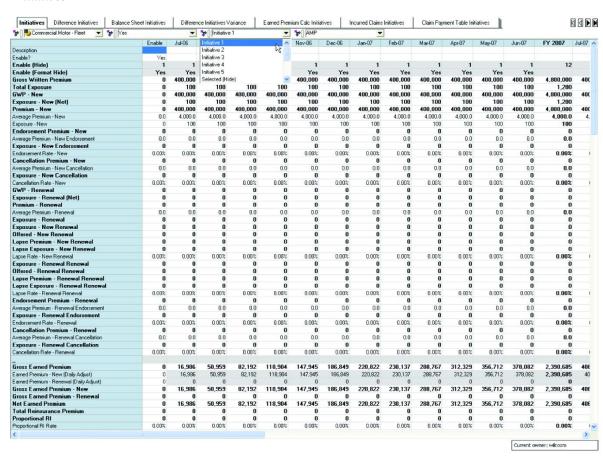
Business as Usual



The power of the *Insurance Product Profitability Performance Blueprint* lies in its ability to allow initiative and difference initiative planning.

Initiative Planning allows for up to five initiatives to be planned by product lines or brands. All elements that are present in the **Business-as-Usual** tab are incorporated here as well, providing the user with a fast, accurate forecast of the financial impact of proceeding with one or more initiatives. As noted above, an initiative begins with a clean slate—not the business-as-usual forecast—and the end user defines the desired result. This is distinct from a *difference initiative*, defined below.

Initiatives



The Difference Initiatives tab highlights initiatives in which users modify the current business-as-usual forecast and then calculate what would need to take place to accomplish that objective.

Difference Initiatives

Initiatives Difference Initiatives	Diff Initiatives	Movements	Differe	nce Initiatives V	ariance	Balance Shee	et Initiatives	Payment Pa	ttern Pren	mium Spre
Commercial Motor - Fleet 🔻 🐧	Initiative 1		_	™ [AMP		•				
		Enable	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-0
Description										
Enable?		Yes								
Enable (Hide)		1	1	1	1	1	1	1	1	
Enable (Format Hide)		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	,
Gross Written Premium		0	319,271	400,820	313,252	77,282	200,756	388,143	61,686	244,
Total Exposure		0	31	47	51	14	21	7	(1)	
GWP - New		0	7,527	22,311	87,595	80,555	48,804	340,670	56,872	23,9
Exposure - New (Net)		0	1	5	11	6	3	8	2	
Premium - New		0	5,000	18,249	84,925	77,133	43,650	320,906	22,675	16,0
Average Premium - New		0.0	5,000.0	3,649.8	7,720.5	12,855.5	14,550.0	40,113.3	11,337.5	8,02
Exposure - New		0	1	5	11	6	3	8	2	
Endorsement Premium - New		0	2,527	4,062	2,670	3,422	5,154	19,764	34,197	7,9
Average Premium - New Endorsement		0.0	177.9	264.9	419.2	332.3	725.6	1,918.8	4,952.4	83
Exposure - New Endorsement		0	14	15	6	10	7	10	7	
Endorsement Rate - New		0.00%	20.59%	22.22%	9.23%	14.93%	10.29%	14.93%	9.21%	12.3
Cancellation Premium - New		0	0	0	0	0	0	0	0	
Average Premium - New Cancellation		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Exposure - New Cancellation		0	0	0	0	0	0	0	0	
Cancellation Rate - New		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.0
GWP - Renewal		0	311,744	378,508	225,658	(3,273)	151,952	47,473	4,814	220,4
Exposure - Renewal (Net)		0	30	42	40	8	18	(1)	(3)	
Premium - Renewal		0	313,970	377,093	223,187	29,486	155,310	85,125	35,839	228,2
Average Premium - Renewal		0.0	9,793.6	8,134.2	5,178.6	2,658.5	8,058.5	10,047.1	15,204.4	15,21
Exposure - Renewal		0	32	46	43	11	19	8	2	
Exposure - New Renewal		0	3	8	7	2	2	1	0	
Offered - New Renewal		0	3	8	7	2	2	2	0	
Lapse Premium - New Renewal		0	0	0	0	0	0	8,737	0	
Lapse Exposure - New Renewal		0	0	0	0	0	0	1	0	
Lance Rate - New Renewal		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	43.48%	25.00%	nn

The **Profit-and-Loss Statement** is the recipient of the revenue, expenses, and claims planning that has been described to this point, across all scenarios—**Business as Usual, Initiatives,** and **Difference Initiatives.** This tab allows the user to compare the financial consequences of the multiple scenarios quickly and easily, resulting in a decision on the best course of action.

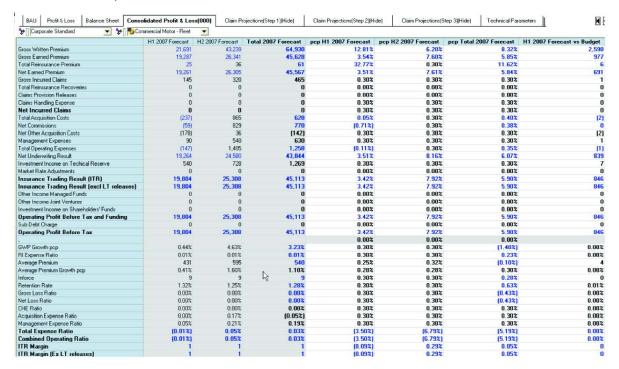
Like the BAU, Initiative, and Difference Initiative tabs, the Profit-and-Loss tab combines the revenue information with the expenses and claims to forecast the operating profit for the business segment, product line, product or brand. The profit-and-loss statement also includes a number of Key Performance Indicators (KPIs), allowing the business segment or product manager to track important pieces of information.

Note that there are both a profit-and-loss statement and a consolidated profit-and-loss statement. The **Profit-and-Loss** tab deals with the current forecast only, whereas the **Consolidated Profit-and-Loss** tab shows the current forecast alongside two years of history and forecast, the budget, and the previous forecast.

Profit and Loss

Incurred Claims	Claim Payment Table	BAU	Profit & Loss	Balance Sheet	Consolidated P	rofit & Loss(00	0) C
Local Currency	▼ 🏲	Jul-06	J.	*	Commercial Motor	- Fleet 🔻	"p → AMP
			BAU Sel	ected Initiatives	Total Forecast	Target	Gap
Gross Written Premi	ium		314,371	404,900	719,271	0	719,271
Total Exposure			31	101	132	0	132
GWP - New			2,627	404,900	407,527	0	407,527
Exposure - New (Ne	et)		1	101	102	0	102
Premium - New			100	404,900	405,000	0	405,000
Average Premium -	New		100.0	4,008.9	3,970.6	0.0	3,970.6
Exposure - New			1	101	102	0	102
Endorsement Premium -	New		2,527	0	2,527	0	2,527
Average Premium -	New Endorsement		177.9	0.0	177.9	0.0	177.9
Exposure - New End	dorsement		14	0	14	0	14
Endorsement Rate - Ne			20.59%	0.00%	20.59%	0.00%	20.59%
Cancellation Premium -	New		0	0	0	0	(
Average Premium -	New Cancellation		0.0	0.0	0.0	0.0	0.0
Exposure - New Car			0	0	0		(
Cancellation Rate - Nev			0.00%	0.00%	0.00%		0.00%
GWP - Renewal			311,744	0	311,744		311,744
Exposure - Renewa	l (Net)		30	Ō	30		30
Premium - Renewal			313,970	0	313,970	///	313,970
Average Premium -	Renewal		9,793.6	0.0	9,793.6		9,793.6
Exposure - Renewa			32	0	32		32
Exposure - New Rei			3	0	3		3
Offered - New Rene			3	0	3	0.74	3
Lapse Premium - Ne			Ō	Ō	Ö		ì
Lapse Exposure - N			0	0	Ö		Č
Lapse Rate - New Ren			0.00%	0.00%	0.00%		0.00%
Exposure - Renewa			29	0.00%	29		25
Offered - Renewal F			38	0	38		38
Lapse Premium - Re			87,566	0	87,566		87,566
Lapse Exposure - R			9	0	9		07,500
Lapse Rate - Renewal I			23.53%	0.00%	23.53%		23.53%
Endorsement Premium -			(1,609)	0.00%	(1,609)		(1,609
	Renewal Endorsemer	nt	(190.6)	0.0	(190.6)		(1,005
Exposure - Renewa		IL.	8	0.0	(130.0)		(130.0
Endorsement Rate - Re			2.52%	0.00%	2.52%		2.52%
Cancellation Premium -			617	0.00%	617		617
	Renewal Cancellation		328.5	0.0	328.5		328.5
Exposure - Renewa			2	0.0	220.3		320.3
Cancellation Rate - Rer			0.56%	0.00%	0.56%		0.56%
Caricellation nate - ner	ICYVOI		0.30%	0.00%	0.30%	0.00%	0.304
- Gross Earned Premi			266,730	16,986	283,716	0	283,716
Earned Premium - New			53,511	16,986	70,497		70,497
Earned Premium - Rene			212,918	0	212,918		212,918
Gross Earned Premi			56,038	16,986	73,024		73,024
Gross Earned Premi			210,692	10,300	210,692		210,692
Net Earned Premium			261,946	10,825	272,772		272,772
Total Reinsurance I			4,783	6,161	10,944		10,944
Proportional RI	Teamum		1,572	2,025	3,596		3,596
Proportional RI Rate			0.50%	0.50%	1.00%		1.002
Non-proportional RI			1,572 0.50%	2,025	3,596		3,590
Non-proportional RI Rai	16			0.50%	1.00%		1.002
Facultative RI			68	87 0.02%	155		155
Facultative RI Rate			0.02%		0.04%		0.042
Terrorism Levy			1,572	2,025	3,596	0	3,596

Consolidated Profit and Loss



In addition to the Profit and Loss Statement, the *Blueprint* also provides a Balance Sheet that can be viewed by any of the three states – **Business As Usual, Initiatives,** and **Difference Initiatives.** The **Balance Sheet** tab provides a forecast of key items such as reserves, provisions and margins, allowing the user to assess which course of action is best.

Balance Sheet

BAU Profit & Loss Balance Sheet	Consolidated Prof	it & Loss(000)	Claim Pro	jections(Step 1)[Hide) CI	aim Projections(Step 2)(Hide)	Claim Proje	ctions(Step 3)(H	ide) Tech	nical Parameter		
Local Currency	Commercial Moto	r - Fleet ▼	MP AMP	[]AMP ★ TIP[]BAU									
	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Fiscal 07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07 Dec
Total Tech Reserves	1,796,129	1,581,295	1,539,961	1,880,828	2,192,343	2,335,819	3,276,054	3,276,054	3,075,623	2,986,966	3,007,997	2,681,366	2,435,508
Total Claims Provisions	4,253	6,874	8,069	8,334	8,569	9,756	8,037	8,037	10,691	12,788	14,047	16,347	17,836
Net OSC Provision (no PM or CHE)	4,248	6,867	8,060	8,325	8,560	9,745	8,029	8,029	10,679	12,774	14,032	16,329	17,817
CHE Reserve	1	1	1	1	1	1	1	1	2	2	2	2	3
Prudential Margin	4	6	8	8	8	9	8	8	10	12	13	15	17
Addit anal Prudential Margin	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Other Provisions	1,791,876	1,574,421	1,531,892	1,872,494	2,183,774	2,326,063	3,268,017	3,268,017	3,064,932	2,974,178	2,993,950	2,665,019	2,417,671
UPR	1,832,600	1,610,203	1,566,708	1,915,050	2,233,405	2,378,928	3,342,290	3,342,290	3,134,590	3,041,773	3,061,994	2,725,587	2,472,619
Premium Debtors	0	0	0	0	0	0	0	0	0	0	0	0	0
Premium Debtors Rate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DAC - Commissions	20,362	17,891	17,408	21,278	24,816	26,433	37,137	37,137	34,829	33,797	34,022	30,284	27,474
DAC - Commissions (Initiatives)	0	0	0	0	0	0	0	0	0	0	0	0	0
DAC - Commissions / UPR	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%
DAC - Commissions / UPR (# Adj)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DAC - Commissions / UPR (Trend)	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%
DAC - Other Acquisition Costs	20,362	17,891	17,408	21,278	24,816	26,433	37,137	37,137	34,829	33,797	34,022	30,284	27,474
DAC - Other Acquisition Cost (Initiatives)	0	0	0	0	0	0	0	0	0	0	0	0	0
DAC - Other Acquisition / UPR	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%
DAC - Other Acquisition / UPR (# Adj)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DAC - Other Acquisition / UPR (Trend)	1.11%	1.11%	1.11%	1.11%	1.11%	1.11%	1,11%	1.11%	1.11%	1,11%	1,11%	1.11%	1.11%
Prudential Margin ratio	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%	0.09%
DAC - Commissions Movement	20,362	(2,471)	(483)	3,870	3,537	1,617	10,704	10,704	(2,308)	(1,031)	225	(3,738)	(2,811)
DAC - Other Acquisition Costs Movement	20,362	[2,471]	[483]	3,870	3,537	1,617	10,704	10,704	[2,308]	(1,031)	225	[3,738]	(2,811)
Investment Income on Tech Reserves	8,743	7,697	7,496	9,155	10,671	11,370	15,946	114,299	14,971	14,539	14,642	13,052	11,855
Investment Income Rate	0.49%	0.49%	0.49%	0.49%	0.49%	0.49%	0.49%	5.84%	0.49%	0.49%	0.49%	0.49%	0.49%
Movement in OS Claims Reserve	1,298	2,619	1,194	265	235	1,185	(1,717)	8,029	2,650	2,095	1,258	2,298	1,488
Movement in Prudential Margin	1	2	1	0	0	1	(2)	8	2	2	1	2	1
Movement in CHE Reserve	0	0	0	0	0	0	ó	1	0	0	0	0	Ö

ABOUT THE COGNOS INNOVATION CENTER FOR PERFORMANCE MANAGEMENT

The Cognos Innovation Center was established in North America and Europe to advance the understanding of proven planning and performance management techniques, technologies, and practices. The Innovation Center is dedicated to transforming routine performance management practices into "next practices" that help cut costs, streamline processes, boost productivity, enable rapid response to opportunity, and increase management visibility.

Staffed globally by experts in planning, technology, and performance and strategy management, the Innovation Center partners with more than 600 Cognos customers, academics, industry leaders, and others seeking to accelerate adoption, reduce risk, and maximize the impact of technology-enabled performance management practices.

