

GrayMatter Delivers Insurance Analytics solution, IA+ in 8-weeks for AIA Bhd. Malaysia

AIA Bhd. in Malaysia today announced going live with GrayMatter's Insurance Analytics solution, IA+. This solution was rolled-out to the life insurer's sales & distribution channel across AIA Malaysia, providing performance dashboard access to AIA's 17,000-strong agency force through smart phone & tablet. The project was implemented in a record 8 weeks.



IA+ Solution has been enabled for agency sales which include life planner (LP), unit manager, district manager, chief agency officer (CAO) & the senior management. The business performance dashboard empowers AIA business users with business critical information such as; benchmark of Annualized net premium (ANP) against plan, performance break-up by product and plan, Life planner's productivity by recruitment types, sales contest analysis & performance trends on all major KPI's & productivity metrics.

AIA's CTO Mr. Teh Kim Leng further elaborated "The business management dashboard developed by GrayMatter is a powerful performance management tool empowering the user with business critical information for sales management and business planning across the distribution channels. The GrayMatter team's deep insurance domain knowledge coupled with business intelligence expertise and collaborative working approach with AIA team was keys to Go-Live in 8 weeks."

Vikas Gupta, CTO at GrayMatter opined "It was an acid test for IA+ solution to rollout in 8 weeks across 17,000 users with a performance under 10-second response time. IA+ was steadfast to its core value propositions and could scale to a large number of user base without consuming significant hardware resources"

Naushad Khan - Head of Insurance Analytics at GrayMatter and former Sales & Distribution Head for Tata AIG, added "Being exposed to Insurance sales for over 10 years, I believe that the IA+ solution will significantly improve the productivity of sales force of AIA Bhd. This will also bring significant visibility to the Chief Agency Officer towards performance of branch managers and 17,000 strong sales force on the field.


About AIA:

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network as well as a well-trained team of 2,200 staff to serve its close to three million customers nationwide. As at end 2013, AIA Bhd.'s total asset worth was RM42 billion, with a paid-up capital of RM767 million.

About GrayMatter:

GrayMatter is a BI, Analytics & Data Science specialist with over 100 successful project implementations across USA, EMEA & APAC spanning multiple industries. Collaboration with strategic technical partners like Pentaho, SAP and Oracle besides in-house engineering excellence has given rise to innovative industry specific and horizontal product offerings. Solutions like IA+ for Insurance, Finance Analytics FA+, Airport Analytics AA+ and Manufacturing Analytics MA+ have already taken big strides in the global markets.

For more information visit us www.insuranceanalytics.graymatter.co.in for IA+ and for GrayMatter visit

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