



## FOR IMMEDIATE RELEASE

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### **ASD Launches BI Express Insurance Solution**

*Access information, enable better business decisions, improve results faster and at a lower cost than ever before.*

MORTON, Ill.—Advanced System Designs (ASD) of Morton, Ill., has launched a complete Business Intelligence (BI) solution developed specifically for the insurance industry. "Our solution incorporates over 75 years' combined knowledge and experience of our leadership team in insurance, performance management and business intelligence," says Frederick Waite, Executive Vice President.

The BI Express Insurance Solution is a complete offering that drives data from an API through to scorecards, dashboards and reports. Along the way, we provide data stores that can support predictive modeling, ad-hoc data analysis, and custom reporting. In addition, the solution provides an architecture with control balancing, workflow management, and error reporting - increasing user trust in the data.

The ASD solution helps insurance companies address complex business issues and gain deep insight into their performance and profitability by transforming complex transactional data into focused, relevant, information for business analysis. The BI Express Insurance Solution that ASD brings to the marketplace is rich in content with hundreds of insurance specific metrics. The solution puts reliable information in the hands of executives, underwriters, marketing and claims managers, and others to effectively manage pricing, rating, loss predicting, reserve setting, claims handling, distribution channels and more.

Aviva Phillips, ASD's Insurance Lead and Business Architect says, "Business Intelligence used to be a competitive advantage of the few who could afford it; today, it is part of the cost of doing business." Justin Silver, Director of Business Development, added, "ASD works with companies of all sizes with varying levels of BI maturity. We have designed our product with this in mind, offering a complete out of the box solution; leveraged to jump start a custom BI solution or to accelerate the business benefits of an existing data warehouse program. Additionally, our solution can be deployed at the client's designated site, hosted in an ASD environment, or even Software as a Service (SaaS). No matter what the need, we work with clients to ensure that their requirements and business goals are met."

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Advanced System Designs, Inc. (ASD) has been providing quality information technology solutions for more than 20 years and is a full-service provider of business and technical solutions with four areas of focus: Business Intelligence, Network & Security, IBM and Microsoft. ASD is an IBM Premier iSeries Partner and a Microsoft Gold Certified Partner that focuses on the integration of these two leading technology providers.