



The Insurance Performance Management Company

NEWS RELEASE

iPartners

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American Safety Insurance improves business intelligence and performance measurement data access with a data warehouse from iPartners LLC

ATLANTA – A decision a year ago by American Safety Insurance Services, Inc. (ASI) to “rent” a data warehouse from iPartners LLC has improved data access in ASI’s claims operations and underwriting departments and, in turn, improved the firm’s ability to manage its pricing and profitability.

ASI implemented the iPartners Insurance Scorecard, a SaaS (Software as a Service) business intelligence and performance management application.

Ambuj Jain, Vice President of Planning and Operations Support, said ASI selected the Scorecard in lieu of developing a data warehousing application in-house. “The Scorecard offered us a complete data warehouse optimized for an insurance company,” he says. “Our initial investment was quite low compared with in-house development, and we were able to get up and running much faster than we would have otherwise.”

Prior to implementation of the iPartners Insurance Scorecard, ASI was getting management reports that lacked a consolidated view of the business and the ability to drill down from summary to details and probe factors that affect pricing and profitability, according to company Executive Vice President and COO Joe Scollo.

“We saw the iPartners Insurance Scorecard as providing sufficient flexibility to meet our needs. While initially it didn’t have all of the views we wanted, it allowed us to build in those customized views,” Scollo recalls. “We expanded (the Scorecard) and are continuing to expand it. The more data we see, the more we want to see, and we’re looking for ways to use the Scorecard to help us manage our business even more efficiently.”

Scollo says ASI is “no longer looking in a rear-view mirror,” adding “what used to take days or weeks to develop is now available with the click of a button. You can’t improve performance unless you can measure it, and the iPartners Insurance Scorecard gives us the indicators we need to take corrective action.”

Claims operations manager Joseph Knapp says ASI has made many adjustments in the way the firm does business as a result of performance information provided by the iPartners Insurance Scorecard.

The system measures the volume of work done by each person in ASI's claims processing department. "If the average number of claims paid per-person goes up, that's something to look at," Knapp notes. "As the number of claims goes up it's harder to do an effective job, and if individuals have more time to work on cases, it's easier for them to be more proactive in the claims handling process."

Knapp says ASI is able to monitor the effectiveness of its claims process via the iPartners Insurance Scorecard. Performance reports are distributed monthly to claims managers for each ASI business unit. The reports are also distributed to senior executives.

"There aren't a lot of 'rent-a-data warehouse' tools out there," says Scollo, "but ASI has used the iPartners Insurance Scorecard and its own acumen supported by the Scorecards' flexibility to move to the forefront in insurance technology."

Additional information, including pricing and screen images of the iPartners Insurance Scorecard, is available from iPartners at (888) 618-8360 ext 200 or www.iPartners.net.

American Safety Insurance Services, Inc. (ASI) offers innovative insurance solutions in the alternative insurance market for environmental remediation, contracting and other specialty risks underwritten by American Safety Casualty Insurance Company, American Safety Indemnity Company and American Safety Risk Retention Group, Inc., which, as a group, are rated "A" (Excellent) VIII by A.M. Best. ASI is a subsidiary of American Safety Insurance Holdings, Ltd., (NYSE:ASI), a Bermuda-based holding company.

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