

# **Positiva: Turning Data into Knowledge with SAP® Analytics Cloud**



Colombian insurer Positiva Compañía de Seguros S.A. achieved synergy among its vice presidents, offices, management areas, and branches under its cloud analytics project, which used SAP® technology to **share and analyze corporate information**. The project positioned the company as a public sector leader in using digital transformation to benefit clients and employees.





# Building Corporate Synergy with Business Intelligence Software from SAP

## Positiva Compañía de Seguros S.A.

Bogotá, Colombia  
[www.positiva.gov.co](http://www.positiva.gov.co)  
(Spanish)

## Industry

Insurance

## Products and Services

Individual insurance policies for life, worker's compensation, and retirement

## Employees

>750

## Revenue

Col\$800 billion  
(US\$280 million)

## SAP® Solutions

SAP® Analytics Cloud solution and SAP Cloud Platform

## Before: Challenges and Opportunities

- Implement a cloud-based support system for decision-making
- Automate customer data collection
- Generate digital transformation strategies

## Why SAP and Seidor Analytics

- Robust products that have solid support from headquarters
- Vast knowledge of the public sector
- High-profile consultants and a methodology that has been tried and tested by millions of regional clients

## After: Value-Driven Results

- Customer information available 24x7 from a cloud platform for all vice presidents, management areas, and branch offices
- Improvements in the visualization and query model for officials
- Centralization of all operational indicators in a single platform

**“For the first time ever, we can reach all our branch offices nationwide with a solution that allows us to **make decisions based on unified and reliable data.**”**

Edwin Mejía Morales, Head, Information Technologies Office, Positiva Compañía de Seguros S.A.

## Executive overview

Company objectives

Resolution

Business transformation

Future plans



# Leading Digital Transformation in the Public Sector

Positiva Compañía de Seguros S.A. is the result of the transfer of assets, liabilities, and contracts from the now liquidated Instituto de Seguro Social a la Previsora Vida S.A. The name Positiva identifies it as a government-funded industrial and commercial company focused on life insurance and worker's compensation.

In its first nine years, Positiva has become one of the leading companies in insurance policies for individuals and their families in Colombia, providing worker's compensation insurance for more than 6 million insured individuals and more than 400,000 insured companies. As such, it plays a fundamental role in the solidification and future of the Colombian Worker's Compensation General System (SGRL), a complex of operations that provide quality services when clients need them.

This system evolved technologically and transformed to simplify and speed up client service tasks, from enrollment and claim recognition to issuing benefit payments, to make them more effective. Data complexity and the millions of records in company databases have been efficiently managed thanks to the organizational application of the latest technology. This has placed Positiva at the forefront of the digital revolution in both the public and the private sectors.

One of Positiva's greatest challenges in building market share among Colombian insurance companies is implementing software technology to support best practices. Another is adopting the concept of a universal, digitally interconnected citizen.

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**“Positiva’s solutions for business intelligence allow us to **turn data into knowledge for competitive decision-making.**”**

Edwin Mejía Morales, Head, Information Technologies Office, Positiva Compañía de Seguros S.A.



# Uncovering the **Value of Business Intelligence**

Positiva's cloud analytics project came about in response to the need for information in operational, functional, administrative, and senior management areas. To optimize corporate decision-making, it was essential to integrate information obtained from different vice presidents' offices through business intelligence (BI) models.

The SAP® Analytics Cloud solution was the technological basis for the project. The implementer was regional business partner Seidor Analytics, who was selected through public bid after a thorough qualifying process, including an analysis of the benefits this partner brought to the table. Positiva and Seidor Analytics achieved an effective partnership during the SAP software implementation and obtained extremely favorable results in a very short time frame.

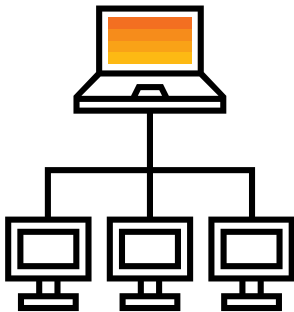
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# Resource Optimization for Decision-Making Processes

A key benefit of the cloud analytics project is the synergy fostered among management and branch offices, and the recognition that such synergy fosters a common understanding of corporate issues. The digital transformation was not just about technology. It resulted in a shift in the way people relate to each other as they work, lead, and plan, and it impacted strategy and stimulated new ways of thinking.

A strategic benefit of the project was basing decisions on a single information source, rather than "gut feel," which increased the reliability, integrity, and uniformity of those decisions. The project also enabled Positiva to generate knowledge about its clients based on their behavior. The company is now capitalizing on this skill to improve client loyalty and attract new business.

Positiva had tried in the past to provide informative data visualizations, with little success. A new strategy employed by its cloud analytics project was based on information availability in SAP Cloud Platform. User-friendly dashboards in an easy-to-use solution generated considerable visual impact for the user, with far greater success.

To eliminate information islands, BI solutions are now the company's only tool for data analysis and decision-making, accessible to all branch offices nationwide. Queries are faster. The company is working with data directly now – with no need for papers, manual processes, or reprocessing – helping it serve users better than ever.

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## 77%

Usability of BI tools, up from 16%

## 6 months

Required to complete the implementation

## 3 seconds

To create a dashboard, down from 8 hours



# Business Intelligence as **Corporate Culture**

Positiva Compañía de Seguros is a company in transition. Its information technologies office and strategy and development office are making great strides toward digital transformation.

Shortly after the cloud analytics project concluded, 88% of all Positiva vice presidents and managers expressed a high degree of satisfaction with the contribution their IT unit made to the company's digital transformation. Only 2% were dissatisfied and 10% were satisfied. These are extremely favorable figures for the Positiva information technologies office.

In the midterm, Positiva expects its BI strategy to grow in all company areas and plans to use only SAP software tools for data analysis. The company is also developing a project for the implementation of new business intelligence projects.



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