



Major Insurance Company

Overcoming Security and Accessibility
Barriers through Collaboration and
Innovation

ACTIVECYBER

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Overcoming Security and Accessibility Barriers through Collaboration and Innovation

Case Study

THE CHALLENGE

In the highly competitive group benefits market, data-driven insights are no longer a differentiator — they're an expectation. As competitors rolled out advanced analytics platforms to deepen client engagement and add value, our customer faced a clear mandate: deliver a modern, accessible analytics solution or risk falling behind.

Meeting this need required more than just standing up dashboards. The platform had to support secure, claim-level data access, align with strict governance requirements, and perform seamlessly — all without placing additional strain on internal teams. Accessibility added another critical dimension, with ADA compliance essential to reaching a broader user base and meeting organizational standards.

To move quickly and effectively, the client partnered with Strategy and the Active Cyber team. Through agile development, scalable staffing, and a focus on long-term sustainability, the collaboration delivered a user-friendly, compliant analytics experience — enabling the customer to enhance the value of their offering and better serve their clients.

THE APPROACH

A close, collaborative partnership was at the core of the project's success. Through constant communication and iterative design sessions, the teams worked side-by-side to ensure the reports and applications reflected real business needs and user expectations.

To meet performance demands and support deep data exploration, the solution strategically combined technologies: Strategy's in-memory analytics engine delivered fast, interactive analysis, while Snowflake handled high-volume, claim-level queries with speed and efficiency.

In areas where off-the-shelf solutions fell short, custom visualizations were developed to provide a unique user experience — creating a distinct competitive advantage for the customer's offering in a crowded marketplace.

KEY ARCHITECTURAL IMPROVEMENTS IMPLEMENTED

1

Embedded Analytics Within Customer Portal

The reporting solution was fully embedded into the existing customer portal, allowing users to access analytics without switching platforms — preserving context and streamlining the experience.

2

Reusable Semantic Layer

A scalable semantic layer was designed to accelerate report development and ensure consistency across metrics, enabling faster delivery of insights to customers with reduced duplication of effort.

3

Guided Ad-Hoc Analytics

Customizable reporting templates were introduced to support guided ad-hoc analysis, giving customers flexibility in exploring their data while maintaining guardrails for accuracy and performance.

4

Custom Visualizations for Differentiation

A custom-developed timeline visualization to track employee absences and claims, and other bespoke elements were created to meet specific business needs and provide a differentiated user experience that stands out in the market.

5

Secure, SDK-Based Authentication Workflows

Customized integrations were used to align authentication and user experience with the customer's platform standards, ensuring security and a consistent branded experience.



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CLIENT & USER IMPACT



The launch of the embedded analytics application delivered significant benefits to both the client and their external customers, including:

- **Enhanced Customer Insights:** Enabled intuitive, self-service access to detailed claim and absence data within existing customer tools, improving transparency and decision-making.
- **Operational Efficiency:** Reduced reliance on costly custom report development through customizable reporting templates, accelerating report delivery and lowering support overhead.
- **New Revenue Stream:** Transformed the analytics platform into a premium, monetizable asset, providing a competitive advantage and additional business value.

ADAPTING TO EVOLVING DESIGN DECISIONS



As the project progressed, evolving business needs and user feedback led to several design shifts over a three-month period. These changes impacted both the application roadmap and reporting features, requiring ongoing alignment between teams.

Through strong collaboration and open communication, Active Cyber was able to adapt quickly — providing lightweight, continuous support for deployed features while adjusting development plans in real time. Despite the shifts, the team successfully hit all key milestones and delivered the solution while keeping the overall budget on track.

RESULTS



The project delivered a high-impact solution that addressed strategic business goals while laying the groundwork for long-term scalability and value creation:

- **Launched a Market-Ready Analytics Application:** External customers gained intuitive, self-service access to claim and absence data through an embedded, portal-integrated reporting experience.
- **Accelerated Time-to-Insight:** Guided ad-hoc reporting with customizable templates enabled faster, more flexible access to insights — reducing the need for costly one-off reports.
- **Improved System Performance and Scalability:** Optimized architecture and platform integration ensured fast query performance and responsiveness, even with complex claim-level data.
- **Strengthened Governance and Security Alignment:** Customized authentication workflows and a streamlined security model maintained compliance standards while minimizing administrative overhead.
- **Enabled a New Revenue Channel:** The solution was positioned as a differentiated, premium offering — allowing the client to monetize analytics capabilities in a competitive market.



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ABOUT OUR CLIENT



Our client is a Fortune 500 provider of property and casualty insurance, group benefits, and mutual fund services. Recognized for its financial strength and reliability, the company consistently earns strong ratings from leading industry agencies. With a focus on helping individuals and businesses manage risk, the organization integrates sustainability, equity, and governance into its long-term strategy.

ACTIVE CYBER'S ROLE



Active Cyber provided strategic guidance and technical leadership across all phases of the project. Our commitment to close collaboration ensured the client was able to move several key initiatives forward — even as priorities and designs evolved.

With deep expertise in data governance, cost management, insurance reporting, customization strategy, and digital innovation, Active Cyber played a critical role in helping the client streamline operations, enhance their analytics capabilities, and expand the value of their offering.



For more information on how Active Cyber can help your business, visit www.activecyber.com or contact us at info@activecyber.com.