

## Customer Success Story

### IGNITE Helps Millbrook Reach Insurance-Industry C Suite



#### Business Challenge:

Millbrook had been very successful selling business intelligence solutions to the technology side of insurance companies. It was critical for Millbrook to expand its reach into its customer market to include more application oriented business intelligence solutions. This included more predictive analytics as well as individual application suites that served focused functional segments. To do this, the company recognized it was imperative to engage senior level executives in claims, underwriting, loss control, marketing and actuary that were in charge of running the business.

#### Solution:

IGNITE Advisory Group worked with Millbrook's executive team to better understand its challenges and business goals. As a result, IGNITE created an executive council for Millbrook that brought senior level executives (from different companies) together to discuss current business drivers and how Millbrook could help these companies improve their business performance.

#### Results:

"IGNITE created an Executive Council for us that brought a number of executives together to discuss current business drivers and how Millbrook could help them improve their business performance. The Executive Customer Council far exceeded our original expectations, and we are extremely pleased with the results and professionalism of IGNITE. In fact, we now talking directly with the C level executives and are on our way to closing a major deal."

Jack Plunkett, President, Millbrook Inc.

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