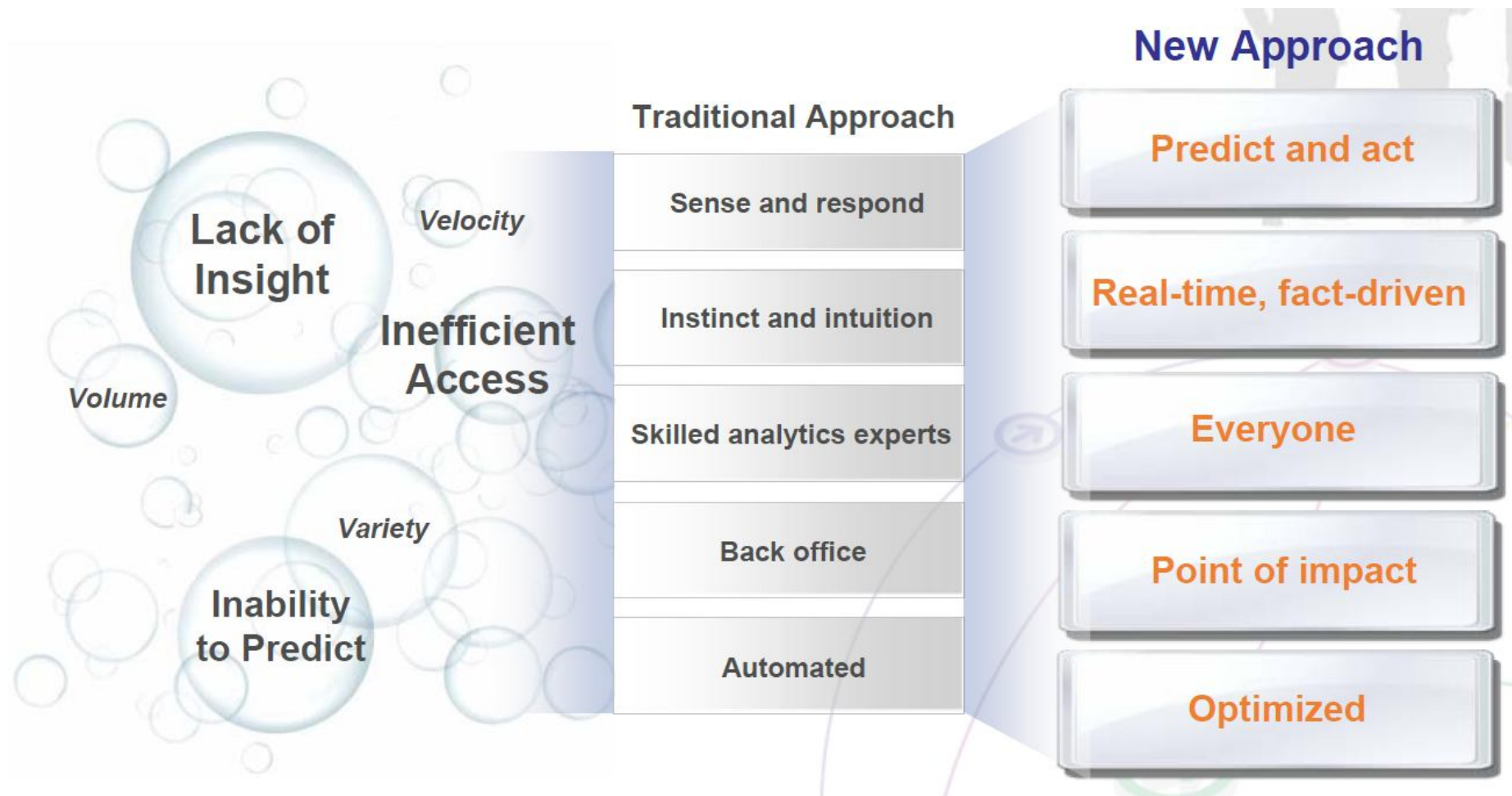


Integrated Solution Offerings for Insurance IBM Insurance Framework



Insurers are finding new business models...



....as business challenges become more “dynamic”



Emergence of new players and distribution channels



Increased partnership and collaboration across stakeholders



Customers desire increased product / service differentiation



Speed-to-market issues delaying competitive responses

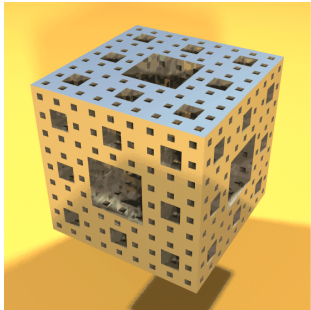


Issues of regionalization, specialization & standardization



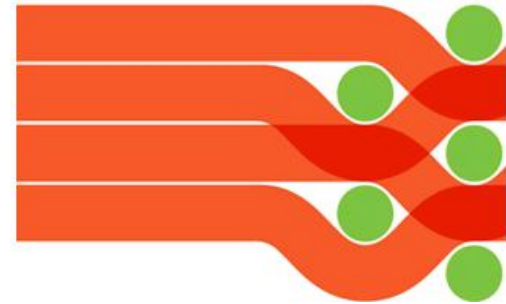
Inflexible and expensive core legacy systems

Insurers know WHAT to do....need help with the HOW

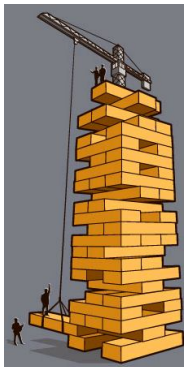


Complex

- § Enable LOB to **execute** business strategies and decisions
- § Make it **easy** & **quick** to solve current business problems



Agile



Unstructured

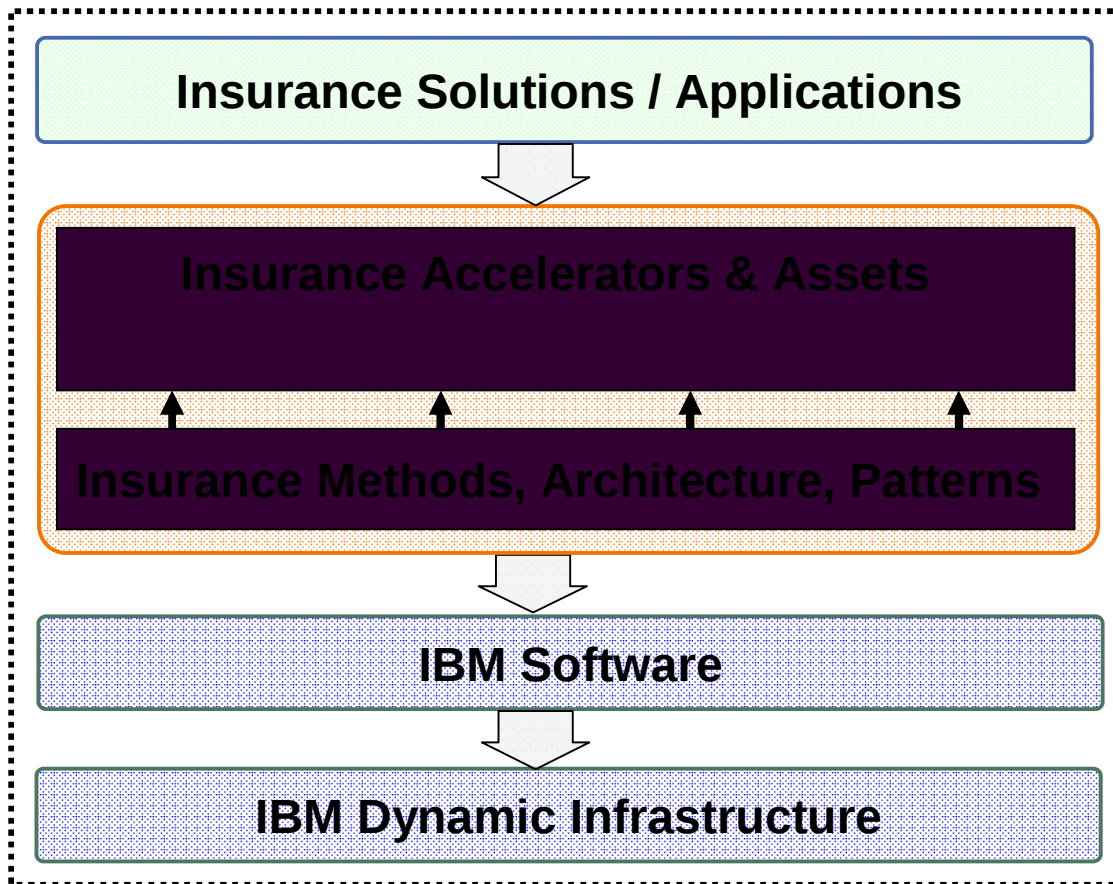
- § Reduce the volatility of risk with dynamic **control** points
- § **Consistent** & **cohesive** business policies, processes & decisions



Aligned

An Integrated Approach to address Insurance Needs

IBM Insurance Industry Framework



Solution for a specific pain-point, implemented by IBM and business partners

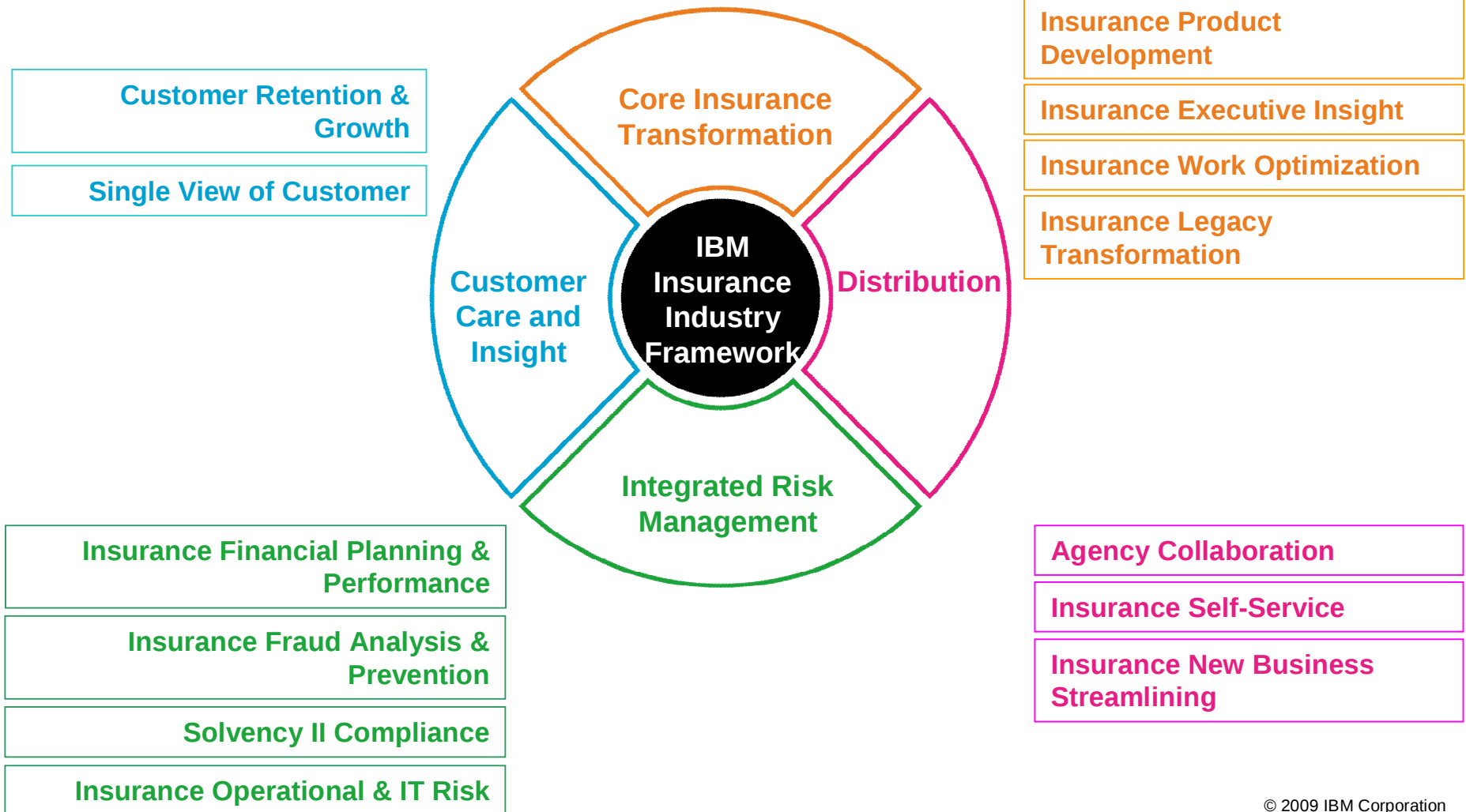
- ü Improve time-to-value
- ü Make standards consumable
- ü Reduce implementation risk
- ü Ease of interoperability with legacy & 3rd party apps

Integration, Collaboration, Information, Software Delivery, Analytics, Service Management

Servers, Networking, Storage, Cloud Computing

Insurance Framework Solutions

IBM Insurance Industry Framework



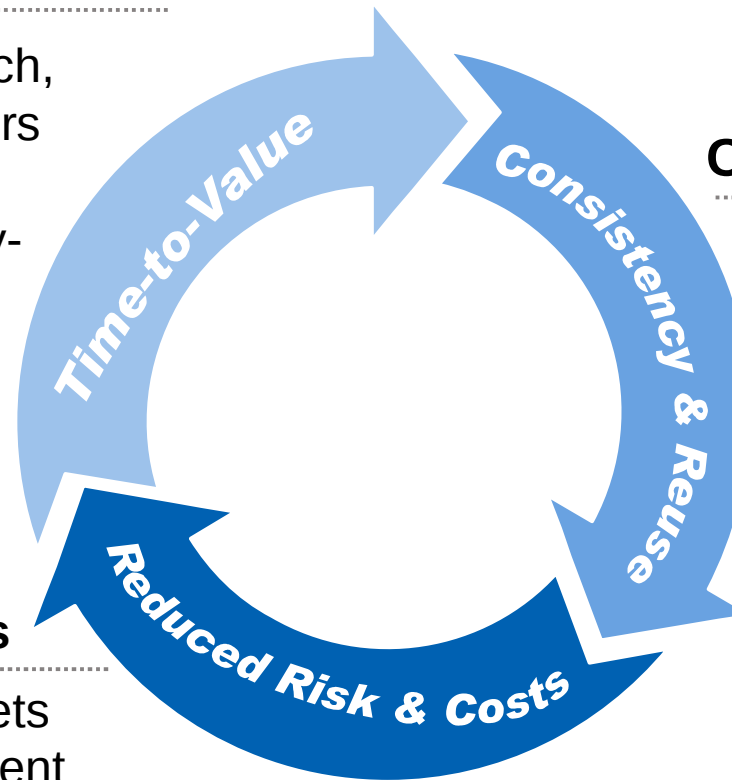
How does an Insurer use the Insurance Framework

Improved Time-to-Value

- § Never start from scratch, with pre-built accelerators
- § Assets certified and tested on IBM's industry-strength software

Reduced Risks & Costs

- § Pre-built insurance assets reduce cost of development
- § Common reference architecture and proven methodologies ensure reduced risk in solution delivery



Consistency & Reuse

- § Insurance-specific patterns to provide consistency across solutions
- § Leverage insurance standards based assets, methodologies and architecture to promote reuse across solutions

Case Study:

Client Challenges

- § Globalization has led to the entry of new competitors into the Indian market; this Indian insurer needed greater flexibility in their operations and processes to be able to compete

Solution

- § Created an insurance virtual office and self-service infrastructure that provides electronic access to policy information to customers, employees, and agents



Smarter Business Outcomes

- Reduced time to provide new products to the market
- Increased sales by allowing agents faster access to information
- Improved information access for all the stakeholders through multiple channels
- Improved customer service by enabling end users to utilize self-service options
- Increased internal efficiencies through redesigned workflows

Case Study: Professional Provident Society



Client Challenges

- § PPS wanted to improve its ability to respond to changing customer demands and stiffening competition
- § The inherent nature of legacy systems had made application and product development very complex, costly and fraught with risk

Solution

- § Replaced legacy systems with a modular application infrastructure and unified disparate policy systems



Smarter Business Outcomes

- Brought 9 new products to market in < one year
- Reduced application development costs by 50 percent
- Decreased audit findings by 80 percent
- Eliminated more than 90 percent of system code

Insurance Framework Accelerators & Assets



IAA/IIW

- § Accelerate SOA solution delivery with integrated process, service & data models



WebSphere Insurance Content Pack

- § Implement WebSphere BPM solutions faster with pre-built assets



ACORD eForms (ACORD product)

- § Integrate ACORD electronic forms to reduce manual processing



DB2 pureXML for ACORD templates

- § Reduce manual intervention to provide efficient XML data management using ACORD standards



WebSphere Transformation Extender ACORD Pack

- § Reduce manual intervention and transform data to ACORD standards



Insurance Transformation Workbench

- § Build components on legacy systems faster by using IAA models in an integrated and agile delivery platform

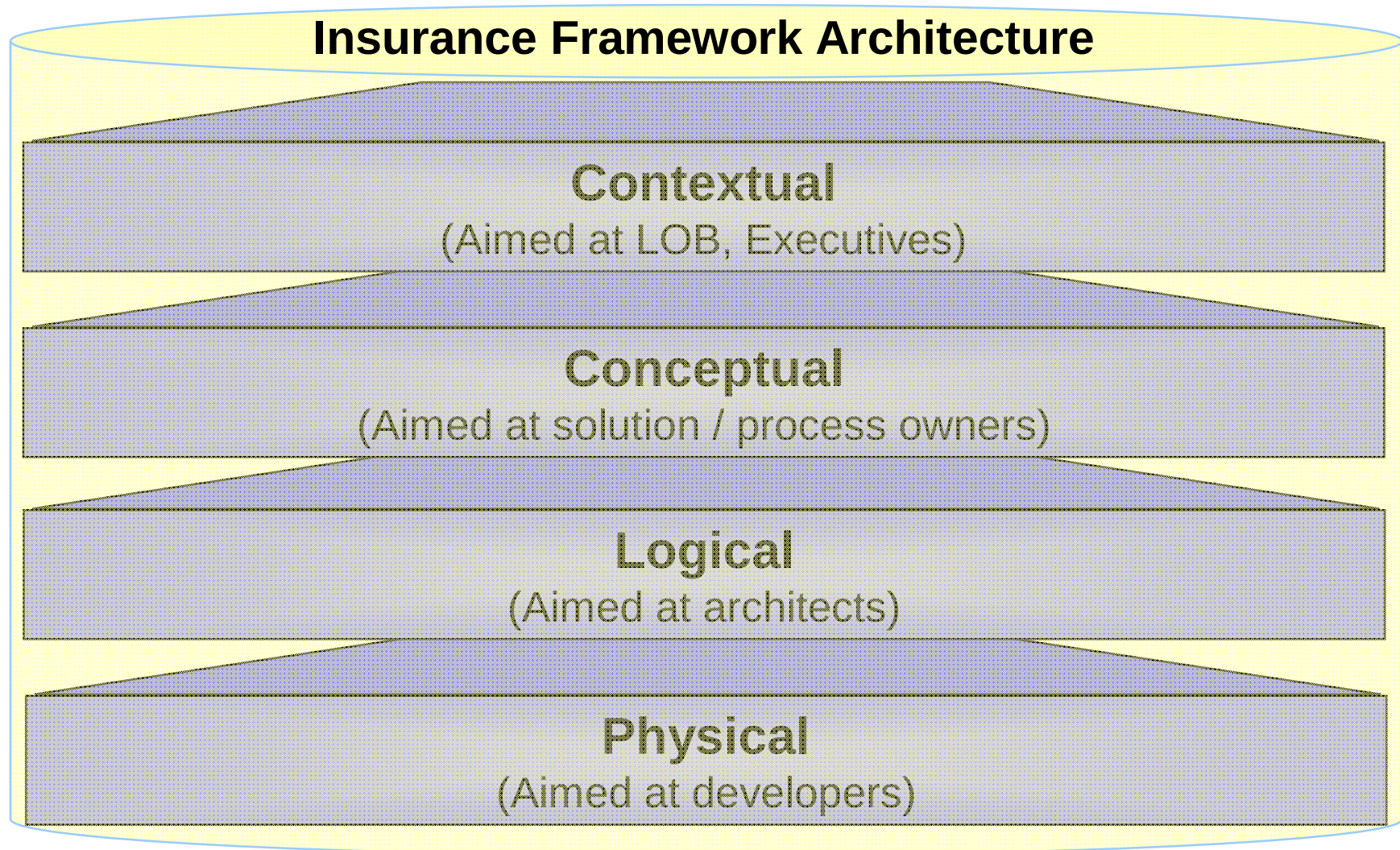


MDM – IIW Asset

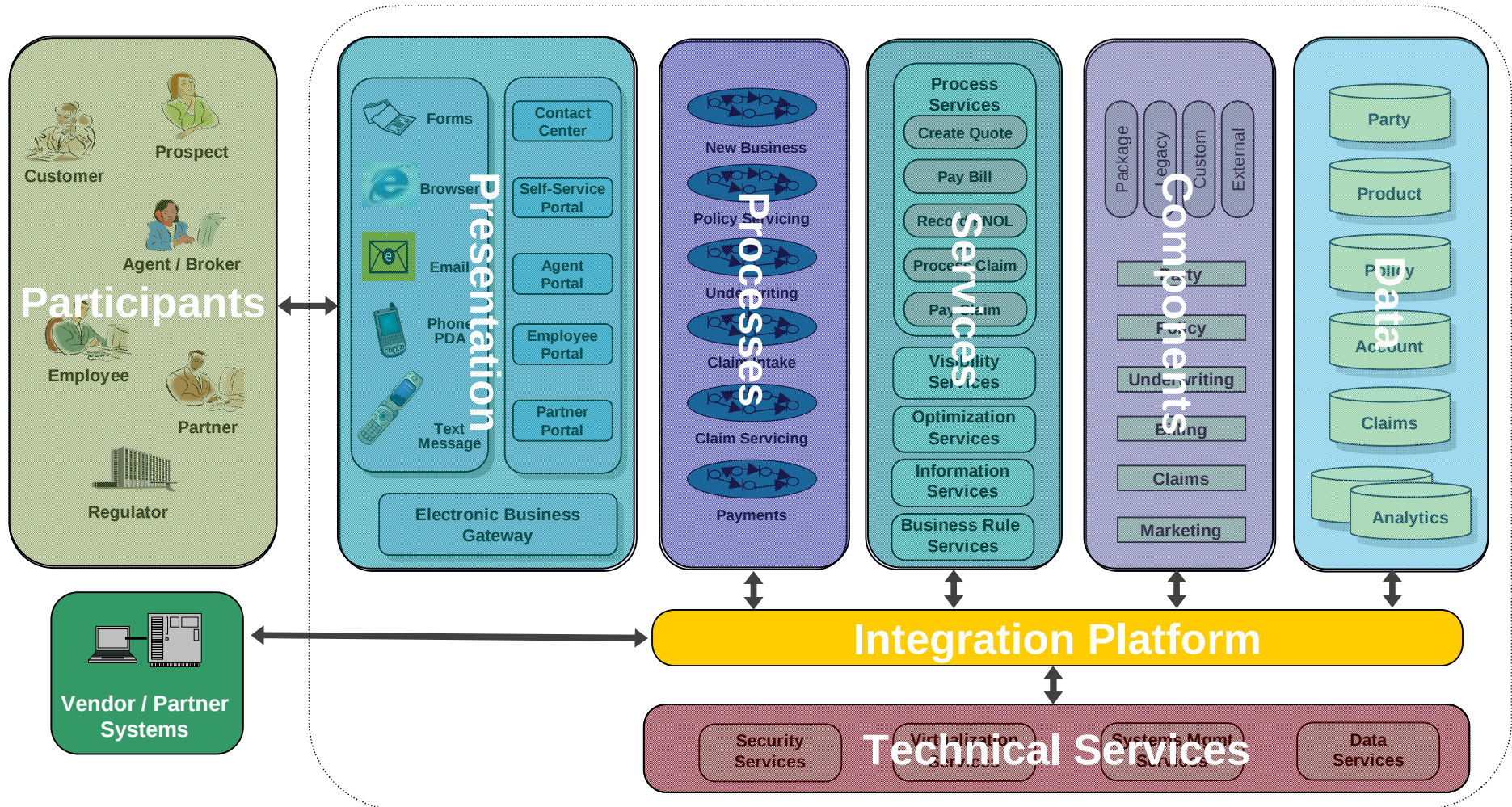
- § Integrate standard data services with customer data warehousing capabilities

Focus on business-IT alignment

IBM Insurance Industry Framework

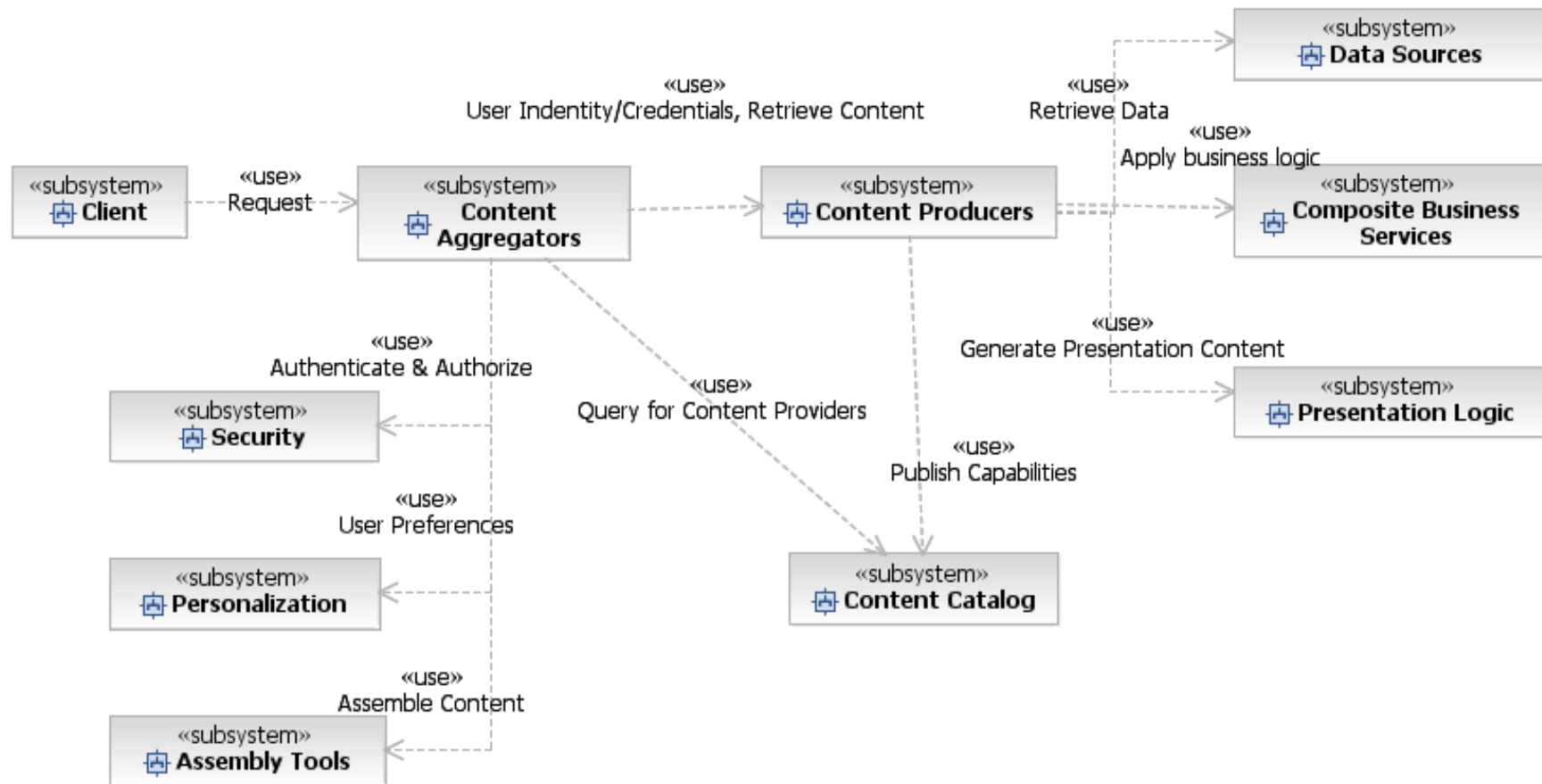


Insurance Framework spans entire solution lifecycle



Insurance Framework Architecture Patterns

Example – Content Aggregation



Insurance Framework – Key Facts

Serves Global Needs

Common structure but the content to be **extensible** to Geo-specific needs

LOB Focused

LOB-specific definitions needed for P&C, Life, Health & Retirement segments

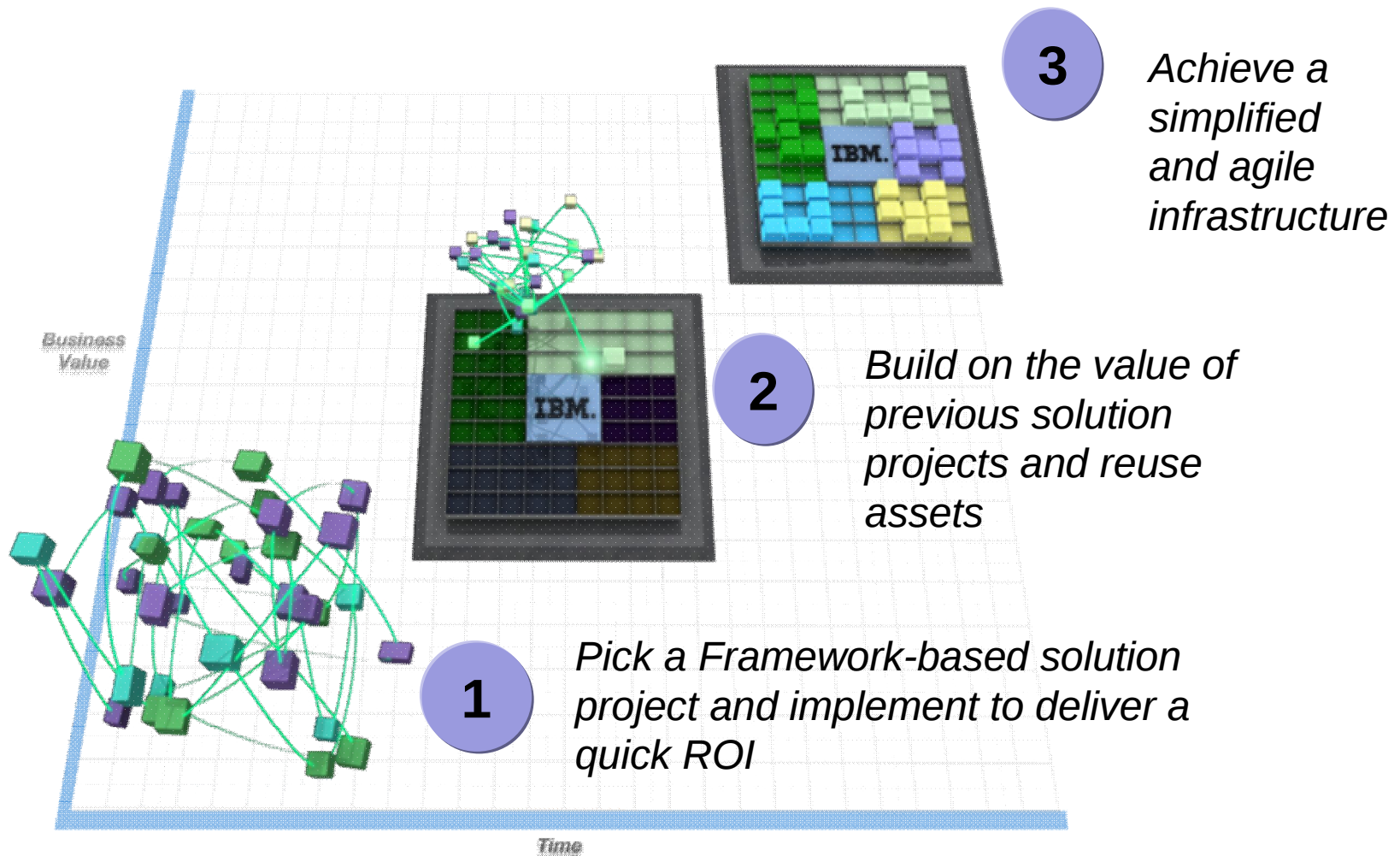
Standards Driven

All insurance framework accelerators and assets **based** on standards

Ecosystem Oriented

Insurers & partners **participate** in framework development & delivery

Incremental Transformation with the Insurance Framework





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