

## Increase agility and adapt to changing paradigms in insurance with IBM Business Process Management.



**The insurance industry is experiencing unprecedented change. In more mature markets, customers are looking for easy access to coverage and service through multiple channels. In global markets, providers increasingly need to offer customized products and services to customers in unique market segments and demographics — many of whom may be first-time insurance buyers.**

To be successful in this age of globalization, you need the ability to innovate and streamline business and operational models. You also need to be able to harvest, share and reuse best-practices processes, to innovate to seize business opportunities and to develop creative products or services. Yet the complexity of legacy systems and number of product and regulatory requirements can make these goals almost unattainable.

### **Differentiate with business process management**

IBM Business Process Management (BPM) addresses these needs by helping insurers to outmaneuver the competition, innovate business models and streamline operations. IBM BPM combines the principles of service oriented architecture (SOA) and BPM and enables solution-specific content. It helps bridge the gap between business and IT, providing a common means to collaborate around business processes, so you can make smarter decisions and implement changes more rapidly.

IBM BPM combines with SOA to facilitate business model innovation and operational streamlining. You enable greater efficiencies and reduced cost via end-to-end process automation, real-time visibility and insights, monitoring and componentized process functions that can be shared and reused. It allows dynamic response to an opportunity or a threat.

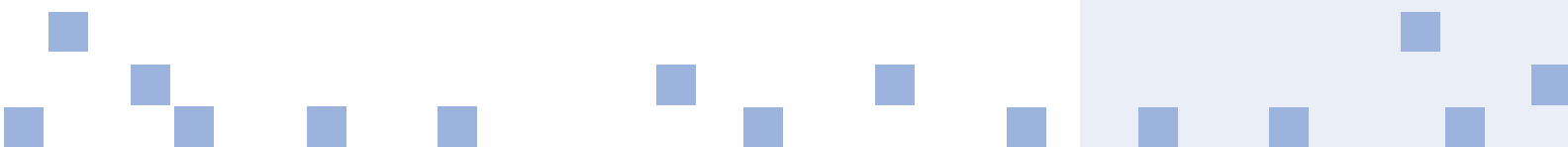
### **Automate, optimize and integrate processes**

Rather than reducing the need for technology solutions, the current global financial environment increases urgency for offerings to automate, optimize and integrate processes in a shareable, reusable fashion. SOA addresses this by enabling you to:

- Expand regionally and globally through standards-based, loosely coupled connectivity.
- Reuse and personalize existing assets to reduce costs in a compounded way.
- Use process monitoring and governance to ensure corporate and regulatory compliance.
- Automate critical business processes to meet new efficiency objectives.
- Provide the foundation for business-centric IT, for a “sense-and-respond” business architecture that facilitates change and reacts to unpredictable business events.

**IBM BPM helps tackle your most pressing process needs, including:**

- **Product development and maintenance:** Streamline processes to rapidly customize or roll out new products or services more quickly without significant recoding.
- **Claims management, billing and collection:** Reduce time, cost and risk of manual or redundant processes; enable straight-through processing with shareable, reusable and personalized components; call point solutions into the process.
- **New and renewal business and channel management:** Share and reuse process components to offer products, advice and services across multiple channels, lines of business or geographies with full visibility and monitoring.
- **Marketing and business intelligence:** Segment customers and customize marketing and service plans by segment. Based on insights, innovate processes and add full visibility and monitoring.





## IBM BPM addresses insurance industry challenges by helping to:

- Improve straight-through processing, cross-sell and up-sell.
- Improve customer acquisition and retention rates and optimize relationships with stakeholders.
- Use existing investments and leverage global scale to reduce operating costs.
- Speed time to market for innovative products and services.
- Reduce integration and process costs.
- Expand reach via emerging or new markets, new lines of business, mergers and acquisitions.

## Speed time to value with IBM insurance industry frameworks, accelerators and value tools

Designed to work with products and services in the IBM BPM suite, IBM insurance industry frameworks are common architectural approaches based on SOA, industry standards and best practices to speed deployment. Integrate the frameworks into your existing insurance infrastructure, including IBM and third-party assets, to enable a best-practices approach to deconstructing assets and reassembling as reusable services.

### IBM Insurance Process Acceleration

**Framework** — Leverage a common architectural approach based on IBM SMART SOA™, industry standards, industry assets and best practices to speed deployment of insurance process solutions. Choose from leading business partner process applications and accelerate core processes, including new business processing, underwriting, claims and more.

### IBM Insurance Property and Casualty Content Pack

— Provides a large variety of prebuilt, insurance-specific assets to accelerate and enhance SOA solutions. Based on industry standards from Association for Cooperative Operations Research and Development (ACORD), European Insurance standards (eEG7) and the IBM Insurance Application Architecture (IAA).

### IBM Insurance Operations of the Future

— Focuses on trends such as customer expectations, insurance operations, business performance and regulations, and provides a guide to develop new models while harvesting value from existing models. Focuses on operational factors such as reducing cycle time, reducing expenses and more.

**Component Business Models** — Understand your business functions and the role of each (core competencies, duplicates that can be eliminated, those that are commoditized) and map functions to those business processes.

### IBM Business Value Assessments for BPM

— Assess a business initiative using industry experts and best-practices benchmarks to determine a roadmap for success, and build a business case quantifying value.

## Begin your transformation journey with IBM BPM

To learn more about how to adopt a service oriented approach to BPM, contact your IBM representative, IBM BPM representative or IBM Business Partner. You can take the IBM Business Process Management Assessment online now at [ibm.com/software/info/bpmroitoil/index.jsp?re=hero](http://ibm.com/software/info/bpmroitoil/index.jsp?re=hero). To learn more about IBM BPM, visit [ibm.com/websphere/integration](http://ibm.com/websphere/integration)

89% of insurance CEOs indicate their organizations will need to implement substantial change over the next several years to deal with a broad range of external forces. Yet only 65% say that they have successful track records of implementing change.\*



© Copyright IBM Corporation 2008

IBM Corporation  
Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
December 2008  
All Rights Reserved

IBM, the IBM logo, [ibm.com](http://ibm.com) and SMART SOA are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Other product, company or service names may be trademarks or service marks of others.

**Disclaimer:** The customer is responsible for ensuring compliance with legal requirements. It is the customer's sole responsibility to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the reader may have to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law or regulation.

\* 2008 IBM Institute for Business Value study, Insurance 2020