IBM

Tivoli® software

LVM realizes rapid time to value in deploying customer services using Tivoli software from IBM.

LVM-Versicherungen (www.lvm.de) is one of the top 20 insurance groups in Germany and the fourth-largest German car insurer. With more than EUR 2 billion (U.S.$2.3 billion) in revenues, the company delivers insurance and financial services to more than three million customers, serving both individuals and corporate accounts. The company maintains its headquarters in Muenster, Germany.

Overview

■ **Challenge**

Gain a competitive advantage by delivering innovative and real-time services to customers

■ **Solution**

A robust security and systems management environment and integrated access management solution using:

IBM Tivoli Access Manager for e-business

IBM Directory Server

IBM WebSphere Application Server

IBM Lotus Domino

IBM DB2

IBM Tivoli Enterprise Console

IBM Tivoli Monitoring

■ **Results**

Improves Web application security

Reduces administration costs

Reduces application development and deployment time by tightly integrating IBM and third-party solution components

Increases agent satisfaction by providing easier access to services

"The seamless integration of Tivoli Access Manager for e-business with IBM WebSphere, Lotus Domino and DB2 enabled us to rapidly implement a single sign-on solution for our new e-business infrastructure. As a result, we realized rapid time to value."

Stephan Terhorst
Team Leader
Data, Application, Systems
Management and Security Solutions
LVM-Versicherungen

Secure, real-time customer service delivers competitive advantage

Challenge: tight integration of processes
"Service Verbund" is a strategic LVM initiative that focuses on the tight integration of processes across the company's applications. This initiative, which helps LVM reduce costs and improve customer service, extends far beyond technology, explains Stephan Terhorst, team leader for LVM's Data, Application, Systems Management and Security Solutions organization. The initiative combines both business and technology projects intended to help LVM thrive in the on demand world.

The insurance and financial services market is extremely competitive. Mergers and acquisitions are creating financial powerhouses that raise the stakes in customer service. Explains Terhorst, "To compete, we must offer the best quality service. LVM should become a synonym for best quality service."

Through the Service Verbund initiative, LVM hopes to become recognized as number one for service within the insurance industry in Germany and to expand its exclusive distribution system. To realize this goal, LVM needed to create an environment that would help the company's more than 2,100 independent commercial

agents and 2,100 employees based in Muenster provide customers with consistent, real-time service.

"Our IT infrastructure has to be secure and offer us the strategic and operational room to maneuver," explains Terhorst.

Helping companies compete in the on demand world is where IBM solutions excel. IBM delivers the technology and services that help organizations like LVM meet the rigorous requirements of on demand computing.

The inclusion of autonomic features in both IBM hardware and software is a prime example. Autonomic capabilities enable hardware and software to perform tasks with little to no human intervention. The results are IT teams that can "do more with less" and increased resiliency and reliability of the technology that underpins essential on demand processes.

Solution: integrated for efficiency
As part of the Service Verbund initiative, LVM deployed LAS II, the second-generation LVM Agency System. This new system relies on a flexible e-business infrastructure composed of IBM hardware and software, including

IBM WebSphere® Application Server, IBM Lotus® Domino™, IBM DB2 Universal Database™, IBM Tivoli® Access Manager for e-business, IBM Directory Server, IBM Tivoli Enterprise Console® and IBM Tivoli Monitoring.

With this new system, agents use Linux-based thin clients to access customer information and modify contracts from any location. Agents connect to the system through a virtual private network or by using a GPRS (General Packet Radio Service) cell phone and Bluetooth technology. Once connected, LVM uses IBM @server™ pSeries™ servers to download operating systems and applications to the thin clients.

With LAS II, agents can respond to customer needs with flexibility. For example, an agent can meet with a customer at his home in the evening, make changes to his policy online, and instantly print out a new contract for the customer to sign before the agent leaves. A new policy using real-time services is in force, and both the client and the agent save time.

In this new solution, security is critical. IT staff need to protect sensitive financial and personal data and

prevent unauthorized access. Additionally, LVM administrators need to manage passwords across the numerous applications that support the system. These applications include a Java™-based insurance application with which agents and employees can access account information and add, delete or modify contracts; a browser-based portal that provides clients with general contract information and special online offers; and general business applications, such as Lotus Domino.

IBM Directory Server, Tivoli Access Manager for e-business and a third-party smart card solution work in concert to provide a robust security solution that helps LVM protect customer data, streamline administration and improve client interactions with the company.

"We needed to simplify administration of users and ensure that only authorized staff could access our environment," says Terhorst.

IBM Directory Server, which is the LDAP (Lightweight Directory Access Protocol) enterprise directory solution from IBM, provides IT staff with a single directory to consolidate user rights and passwords.

Tivoli Access Manager for e-business provides single sign-on for 8,000 users and centralizes administration of security for HTTP requests. The solution's scalability is especially important to LVM.

Because Tivoli Access Manager for e-business separates the security code from the application code, developers are free to focus only on application functionality by leveraging the solution's centralized security code. "Tivoli Access Manager for e-business is transparent for our application developers," Terhorst points out. "They don't have to know about it."

Tivoli Access Manager for e-business also supports the company's use of smart cards with X.509 certificates from German vendor Giesecke & Devrient to authenticate both independent agents and LVM employees. After entering the card and the PIN code, users can access the core LAS II applications.

"With Tivoli Access Manager for e-business, users can start working immediately without the need to reintroduce themselves to each application," explains Terhorst.

Additionally, because the LAS II system generates revenue, the resiliency of its infrastructure is a priority. As a result, the company also invested in Tivoli Enterprise Console and Tivoli Monitoring to help monitor availability of more than 35 servers that support the system. "If the system is not running, agents can't work," explains Terhorst.

Before investing in the Tivoli software, LVM staff conducted numerous tests to confirm that the products would meet the company's needs and that the staff could integrate the various components. According to Terhorst, Tivoli Access Manager for e-business and the other IBM solutions were flexible and robust.

Results: tight security and easy access for authorized users
Because it used IBM solutions, LVM successfully deployed LAS II to improve customer service and reduce IT costs. "Our objective was to deliver better

customer service, and IBM solutions provide the underpinnings that enhance data integrity, security and availability," says Terhorst.

Asked to summarize the particular benefits of Tivoli identity management solutions, Terhorst highlights better security, easier access for users, greater availability and easier administration of user identities. For example, he says that:

- *Tight integration between Tivoli Access Manager for e-business, WebSphere, Lotus Domino and DB2® reduced application deployment time.*
- *The ability to support smart cards improved application security.*
- *Use of the IBM Directory Server made administration of users easier, thereby freeing up costly man-hours.*
- *Single sign-on helped increase acceptance and use of the new system.*

"Tivoli Access Manager for e-business was a critical success factor for the overall project," says Terhorst. "With this solution, we could meet users' requirements for single sign-on access and gain their acceptance of the new application, while meeting our strong security guidelines."

Future: looking first to IBM
No matter what the challenge, Terhorst says, LVM turns to IBM first to search for a solution. "The integration of IBM products is very appealing," he explains. "Our IT strategy is to centralize our infrastructure, and the flexibility and openness of IBM products help us meet this requirement."

LVM plans to integrate Tivoli Access Manager for e-business with IBM WebSphere Edge Server, which distributes application processing to the edge of the network under centralized administrative and application control. By doing so, Terhorst says, LVM can off-load back-end services while maintaining a secure environment.

"It's important for us to have high availability for the services, and using WebSphere and Tivoli Access Manager for e-business together can help us improve delivery of information to the customer," he says.

For more information
To learn more about Tivoli intelligent management software and integrated solutions from IBM, contact your IBM sales representative or visit **ibm.com**/tivoli

Tivoli software from IBM
An integral part of the comprehensive IBM e-business infrastructure solution, Tivoli technology management software helps traditional enterprises, emerging e-businesses and Internet businesses worldwide maximize their existing and future technology investments. Backed by world-class IBM services, support and research, Tivoli software provides a seamlessly integrated and flexible e-business infrastructure management solution that uses robust security to connect employees, business partners and customers.

business on demand™

G325-7074-00