

Case Study

Meadowbrook Insurance Group

Meadowbrook has selected Adeptia as the technology for its enterprise-wide business process management and integration strategy.

Meadowbrook Insurance Group automates partner integration with Adeptia Business Process technology

The Client

A leader in the alternative risk market, Meadowbrook is a program-based risk management company, specializing in alternative risk management solutions for agents, brokers, and insureds of all sizes. Meadowbrook Insurance Group, Inc. common shares are listed on the New York Stock Exchange under the symbol "MIG". For further information, please visit Meadowbrook's corporate web site at www.meadowbrook.com.

Meadowbrook case history shows effectiveness of deploying BPM solution to automate data exchange with external partners

The Problem

Meadowbrook utilized custom coded interfaces combined with significant manual steps to manage policies bought from a partner insurance carrier. Meadowbrook had used manual data entry to load the policy data into its system, however, this strategy made the whole process error and risk prone. In addition, manual data entry made it impossible to meet the schedule agreed between Meadowbrook and its carrier partners. To deal with this urgent issue, Meadowbrook decided to deploy Adeptia Business Process Management Server for implementing an enterprise-wide data integration and process management project.

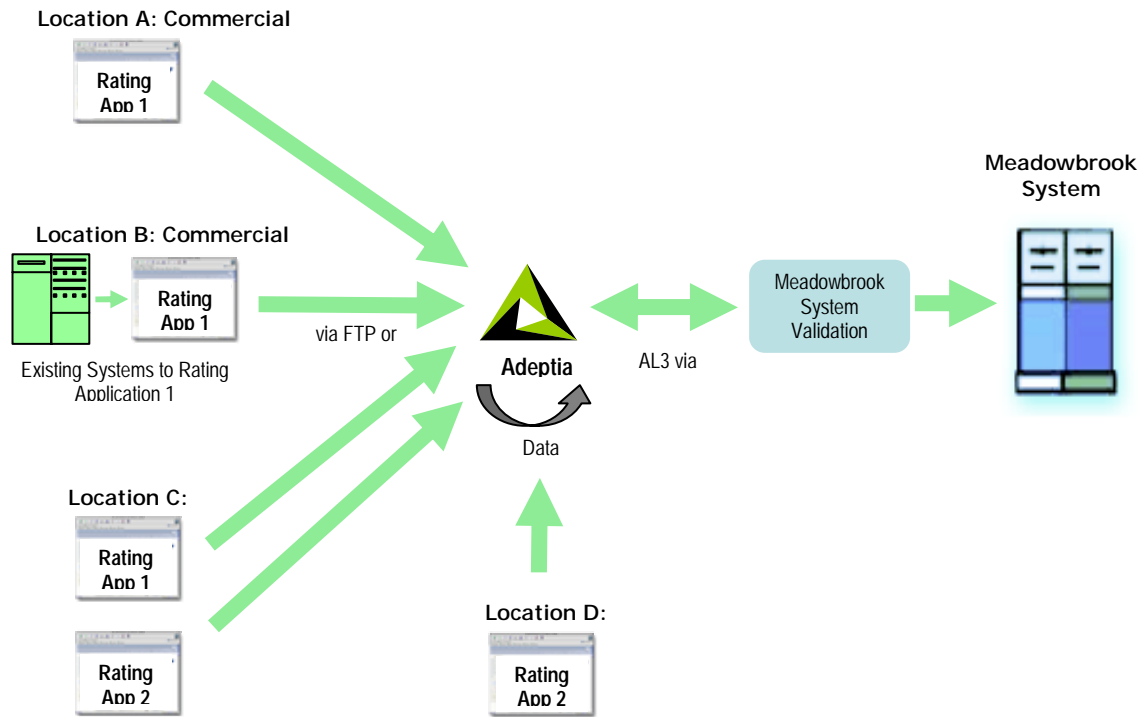
Meadowbrook was using a complex, manual and time-consuming process to interface data from partners companies. The data to be transformed and managed was critical to Meadowbrook's ability to manage risk, service customers and manage growth. Partners wanted Meadowbrook to implement an automated and seamless data access, validation, loading and exception-handling process that reduced mistakes and errors, speeded up time to market.

The Solution

This Partner interface process comprised of many complex tasks including accessing of data from applications located at external sites, data mapping and validation, loading data into back-end Meadowbrook systems, error notifications, exception condition handling, and receipt management. Adeptia BPM Server automated this complex process and also performed data transformation, tracking and messaging among applications deployed at Meadowbrook and at its carrier partner. Data transformation tasks included application of complex mapping rules, simultaneous lookups in multiple databases and XML files and generation of ACORD AL3 data files.

Adeptia Business Process Management and Integration technology was deployed at Meadowbrook in a matter of weeks! Complete, re-usable processes were deployed to enable rapid on-boarding of new partners. This Partner Interface process performed complex tasks, and yielded clear and quantifiable results while enabling significant cost efficiencies.

Illustration of Adeptia Solution



Features of Adeptia Business Process Management Technology

- **Powerful Process Engine** allowed complex, long-running process flows including decision nodes to be deployed and executed in a robust way, triggered both in real-time and in scheduled manner.
- **User friendly interface** simplified data transformation between Carrier and Meadowbrook. The Meadowbrook employees were able to use the solution after few hours of training.
- **Rapid and seamless data mapping** between Carrier and Meadowbrook was made possible without much coding. There was a remarkable reduction in back-log queries from customers.
- **Automatic validation and transfer of data** between Carrier and Meadowbrook was achieved in few weeks.
- **Error handling and notification** functionality were unailing and significantly reduced number of errors.
- **Rapid implementation of business rules** facilitated automation of tasks such as entering and modifying data, and generating reports.

Technology Related Benefits to Meadowbrook

- **Reusable Solution:** Adeptia provided reusable solution to the client. Meadowbrook can use this solution for deploying interfaces to future partners.
- **Integrate with Many Business Partners:** The same solution would allow Meadowbrook to integrate with other business partners at no extra cost. In other words, integration requirements of future acquisitions would be managed without any additional investment on technology.
- **Easy to Modify Business Rules:** To meet future integration and process management needs, end users at Meadowbrook can easily modify existing business rules using intuitive and process oriented interface provided by Adeptia.

Business Benefits to Meadowbrook

Error free transactions and streamlined processes were achieved without revamping Meadowbrook's IT infrastructure!

- **Simplified Management of Risk**
After Adeptia implementation, risk accounting processes in Meadowbrook are performed in minimum possible time with comparatively less efforts.
- **Increased Productivity**
Duplication has been eliminated completely. Now there is no need for multiple and manual entry of data. Human assets use their time more productively.
- **Satisfied Customers**
Adeptia has made it possible to complete pending documentation and transactions in targeted time, which has helped reduce the number of customer queries and minimize efforts spent on attending and resolving those queries.
- **Reduced Reconciliation Time**
Due to error-free automation performed by Adeptia, the reconciliation time to settle accounts has reduced radically.