

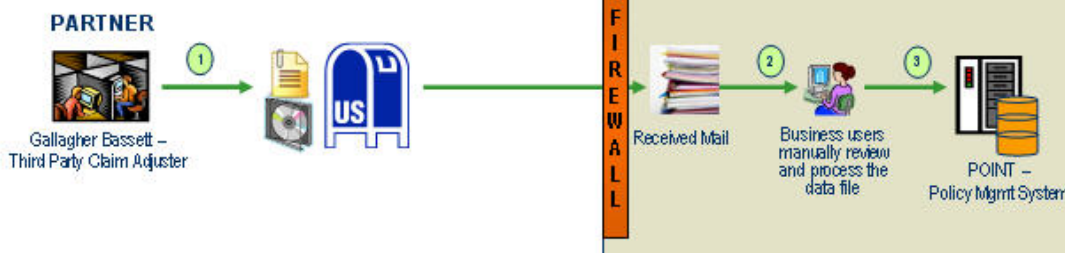


CASE STUDY

Meadowbrook And Gallagher Bassett Achieve Fast, Automated Claims Handling

Adeptia's BPM Server & Partner Integration Accelerator Boost Productivity

BEFORE



Gallagher Bassett Services Inc. pays great attention to risk – managing and mastering it, and that’s one reason it’s the largest multi-line property/casualty third-party administrator. Gallagher Bassett provides customized risk management programs and distinguishes itself from competitors by keeping a clear focus on quality. Among the company’s attributes are exceptional strength, vision, performance, originality, and partnership.

Meadowbrook Insurance Group started as a small retail agency specializing in property and casualty and personal lines insurance and grew to be Michigan’s largest independent insurance services provider. Meadowbrook provides traditional and alternative risk management services. Both companies believe in partnering with strong companies that complement their missions. And that’s what Meadowbrook and Gallagher Bassett are: partners. Gallagher Bassett handles claims for all Meadowbrook programs and lines of businesses. The partnership, however, recently faced some technical challenges. A two- to six-month lag accompanied the accurate reflection of Meadowbrook’s loss information. Gallagher Bassett had been sending monthly files with claims activity that was processed manually. The manual process forced Meadowbrook into time-costly steps. Analysis that identified new transactions from the cumulative reports had to be executed. To identify changes including new claims, side-by-side comparisons of the previous month to the current month were necessary. Meadowbrook had to perform reserve updates, payments, recoveries, subrogation, and policy changes. Resolving mismatches and correcting errors required significant interaction with

“Using Adeptia solution, Meadowbrook reduced lag time in viewing loss information from 2+ months to 2 days”

**Chris Spring,
Sr. Vice President
Business Operations &
CIO,
Meadowbrook Insurance
Group**



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Gallagher Bassett. Finally, data could be entered into POINT only after manually applying numerous data validations and business rules. All these steps consumed vast amounts of time.

After Adeptia performed a thorough technical requirement process review, a key business objective emerged. Enable Meadowbrook to receive claim data from Gallagher Bassett's system in a timelier manner, automatically update POINT, and maintain a low error ratio. Adeptia proposed a solution that would achieve this essential business objective. Success rested in implementing Adeptia's Business Process Management Server (BPMS) and its Partner Integration Accelerator.

Automating Manual Processes

BPMS would eliminate the highly manual, time-consuming steps. Its Partner Integration Accelerator—rich with pre-built capabilities—would save Meadowbrook vast amounts of time. Together, the two could accomplish five key goals that would result in speedy, automated claims handling. Data transfer would be automated to minimize time and manual intervention. Data flowing between Gallagher Bassett and Meadowbrook would be synchronized. Controls would be established to ensure the requisite flow of accurate and consistent information to POINT. Adeptia would give management access to up-to-date loss information. Finally, business users would only intervene for error handling, freeing them for higher, more strategic priorities.

The goals were daunting considering a previous attempt to implement an automated claim interface failed. All data validation and business rules could not be implemented and an unacceptable level of error ratio accompanied data entry in POINT. Adeptia saw a better way to strengthen Meadowbrook and Gallagher Bassett's claims transactions.

The solution's approach pursued a service-oriented architecture-based, process-centric solution flow with business analysts modeling the new solution's process flow. Transcending a mere integration, the solution represented a complete business process. Individually created services (reusable components) were saved in a repository. Services were sequenced together with decision nodes, thus automating the solution flow. Adeptia's Partner Integration Accelerator integrated data between the companies' back-end systems, saving significant time with its pre-built capabilities. The result was improved access to accurate and timely information, better decisions, and better reporting. Auto-generating thousands of lines of code saved many man-hours and accelerated solution implementation.

Issue:

At least 2 month+ lag in accurate reflection of loss information

Gallagher Bassett (GB) physically sends monthly files with claims activity information that is manually processed

Solution Goals:

Create automated data transfer process, minimize time and manual intervention

Synchronize information at Gallagher Bassett and Meadowbrook

Establish controls to ensure accuracy and consistency of information in POINT

Allow management access to up to date loss information

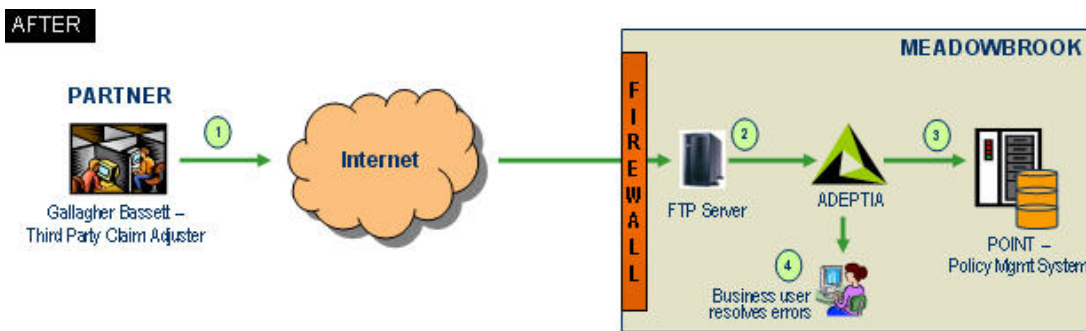
Utilize Business Users only for error-handling



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Strengthening a Partnership

Quickly deployed, the solution strengthened the Meadowbrook and Gallagher Bassett partnership. With time-intensive manual processes relegated to the past, a notable productivity increase took place. The lag time in viewing loss information plummeted from two months to two days. Now when errors occur, email notifies business users. They simply log in via a web browser to review and rectify errors using error-handling screens: a faster, easier approach far superior to the old manual days. Reusable components (services) provide future solution potential. From process flow templates to business rules, connectors for POINT, and data validation rules, reusable components add value to the overall solution. The Partner Integration Accelerator quickened implementation, accomplishing much for the two partners.



Meadowbrook and Gallagher Bassett approach risk management with quality a foremost concern. Gallagher Bassett strives to reflect quality in its data's accuracy, timeliness, transmission speed, and retrieval ease. Gallagher Bassett does all it can to reduce the steep costs that can go with risk exposures. In 1955, when Meadowbrook formed, no one had heard of "Alternative Risk Management." Now, thanks in part to Meadowbrook, Alternative Risk Management has become one of the most important innovations in the insurance industry. Innovation and quality distinguish both companies. Implementing Adeptia's BPMS and Partner Integration Accelerator brought a new day to the handling of Meadowbrook's claims, further cementing the two companies' position as risk management partners and leaders. Their partnership strengthened, both companies' performance and leadership continue to earn them distinction.

For more information on Adeptia Business Process Management Server and Partner Integration Accelerator, contact sales at 312.229.1727 or sales@adeptia.com.

www.adeptia.com

Solution created Services (reusable components) for future projects:

Overall process flow template

Services with business rules

Connectors for POINT

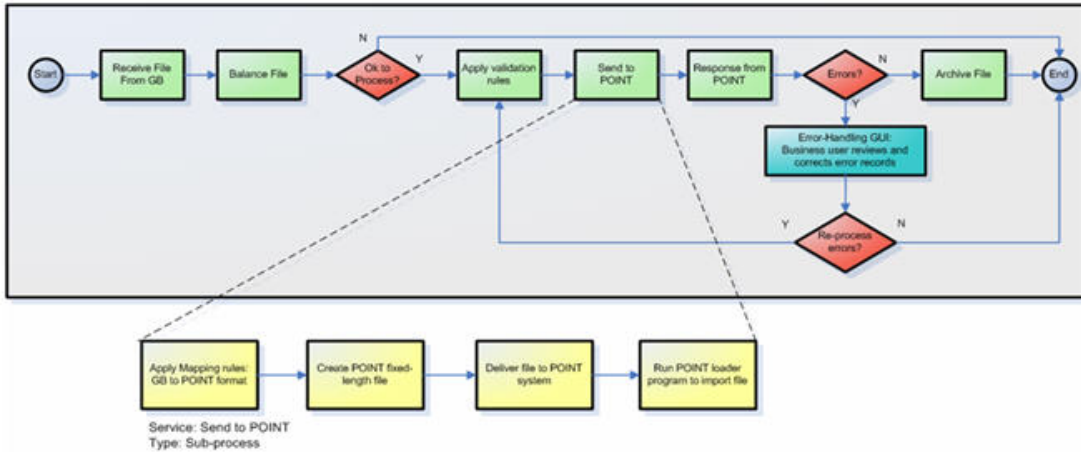
Data validation rules

Solution provided a Complete business process view of the solution, not just integration



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Inside The Technology



Adeptia BPM Server and Partner Integration Insurance Accelerator provided SOA-based, Process-centric Solution Flow

This solution utilized Adeptia BPM Server (BPMS), comprehensive process management software combined with Partner Integration Insurance Accelerator. BPMS contains an insurance library and supports ACORD AL3 standards.

It lets business users and IT staff, collaborate and automate and optimize complex business processes. BPMS offers a powerful business tool for managers to document, control, and monitor critical processes and then improve them. BPMS offers a graphical process design and modeling interface. This simple to use, drag and drop interface quickly designs process and data flows and documents business rules. The Process Engine is a runtime component that executes the process flows that are defined in the Process Designer. The Process Engine supports comprehensive BPM functionality while offering highly scalable and robust performance. It supports clustering of multiple nodes of BPM Servers for load balancing and redundancy. It also includes "transaction-recovery" capability to automatically restart and recover processes that were interrupted by any software, hardware, or network failure.

About Adeptia

Adeptia provides enterprise software that easily and quickly automates business processes across supply chains using industry-specific standards. Adeptia's Business Process Management (BPM) software lets customers integrate disparate information sources, software applications, and business users within an enterprise and across customers, vendors, and business partners. Adeptia's technology lets customers drive efficiencies by designing, automating, and improving workflows. Adeptia's Accelerators provide rapid data integration and automation and overcomes the barriers disparate vendor systems erect with external partners.

**Don't Just
MANAGE,
AUTOMATE,
OPTIMIZE,
Business Processes
Accelerate Them!**

Adeptia, Inc.