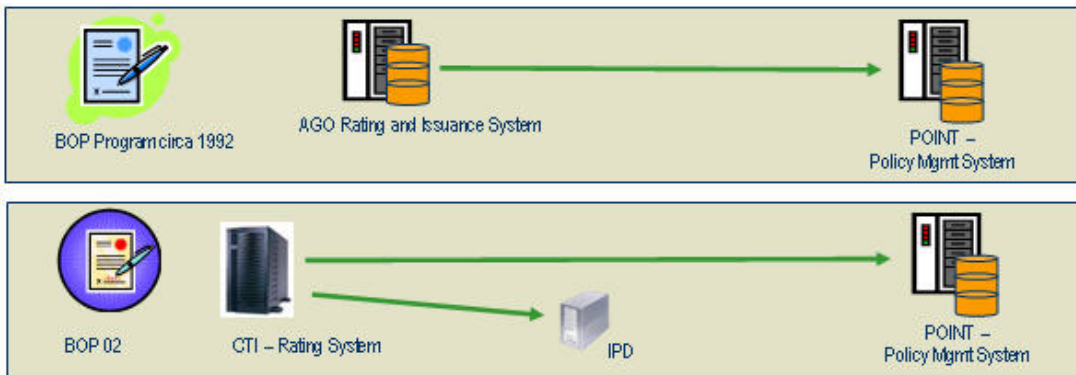




CASE STUDY

Preserver & MVIC Integrate Back-end Systems

Adeptia's BPM Server & ISI Accelerator Give Agents Faster Way to Write Business Owner Policies



Preserver Insurance Company (PIC), founded as the Motor Club of America Insurance Company in 1926, is based in Paramus, New Jersey. PIC is a regional company committed to providing the highest standards of property/casualty insurance through independent agents. PIC provides diverse property and casualty insurance products specifically tailored to the needs of small and mid-sized commercial markets in the Middle Atlantic and New England regions. Its subsidiary, North East Insurance Company, writes personal auto and small and mid-sized commercial business in Maine and New York. Another subsidiary, Mountain Valley Insurance Company (MVIC) writes commercial business in the northeastern U.S. The companies interact heavily with independent agents.

PIC faced a business problem. It wanted to launch a new business owner's policy product but doing so demanded a fast-track implementation that would integrate segregated back-end systems. Integrating key back-end systems was crucial to downloading real-time responses to independent agents writing business owner policies for its MVIC subsidiary. So doing would give PIC a better, faster way to respond to agents submitting quotes for the new business owner policies. The faster response would do much to close the new business. As it was, however, agents suffered frustrating delays in getting responses to their quotes. The delays opened the door for competitors.

Such problems are common in the insurance industry. In fact, managing and synchronizing disparate systems is a big problem for many carriers. Responding to this need, Adeptia helps carriers integrate

“Adeptia defined a, New Approach to Integration providing a complete business process view to the solution and not just Integration”

***Cindy Powell,
President,
BMTS***



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their various policy management, ratings, claims, and other back-end systems. Seamless, real-time communications lead to lower costs, new business, and successful transactions across all lines of business, goals that appealed to Preserver.

A Prompt Solution For Preserver

PIC and MVIC use POINT as the back-end application for policy management and Coverall/IPD for ratings. Preserver needed to integrate these back-end policy management applications to external messaging gateways in independent agents' respective agency software systems. So doing would expedite the flow of information and provide a real-time means for responding quickly to agents' quotes on business owner policies.

As it was, the current approach delivered information to agents via a nightly batch cycle. Information failing to deliver had to be manually entered directly into POINT. The process required IT staff to monitor and notify users when failures occur, and minimal editing resulted in incorrect or missing data in POINT. As well, a large number of work-a-rounds in the as-is process proved unacceptable to the user community. Integrating PIC's back-end systems with agents' respective software systems could remedy the above issues. Adeptia proposed a solution whose goals were to integrate back-end systems quickly and efficiently; improve interface performance and maintainability; improve data integrity across integrated systems, and establish a framework for future integration projects.

To achieve the goals, Adeptia proposed implementing two key products: its Business Process Manager Server (BPMS) and optional module, Insurance Systems Integration Accelerator (ISI). BPMS, an enterprise software product, manages, automates, and optimizes business processes using industry-specific standards and takes a configuration, not code approach. Pre-built process templates, application adapters, and rules-based mapping capability lets developers and business analysts promptly move a project from requirements to deployment.

Adeptia's Accelerators are pre-configured software products containing specific insurance expertise that IT and business personnel can use. Pre-packaged with insurance business processes, business rules, and application bridges, Accelerators complement existing software technologies, products, and platforms. They reduce implementation complexity and increase business analysts and IT developers' productivity. The ISI Accelerator lets carriers integrate data within their various back-end systems,

Issue:

New BOP program requires fast track implementation

CTI Interface does not include BOP

CTI provides 1st Release of new database (IPD) for interfaces

Technical skills required for Oracle to AS400 interface not available in-house

Solution Goals:

Implement BOP 02 quickly and efficiently

Improve interface performance and maintainability

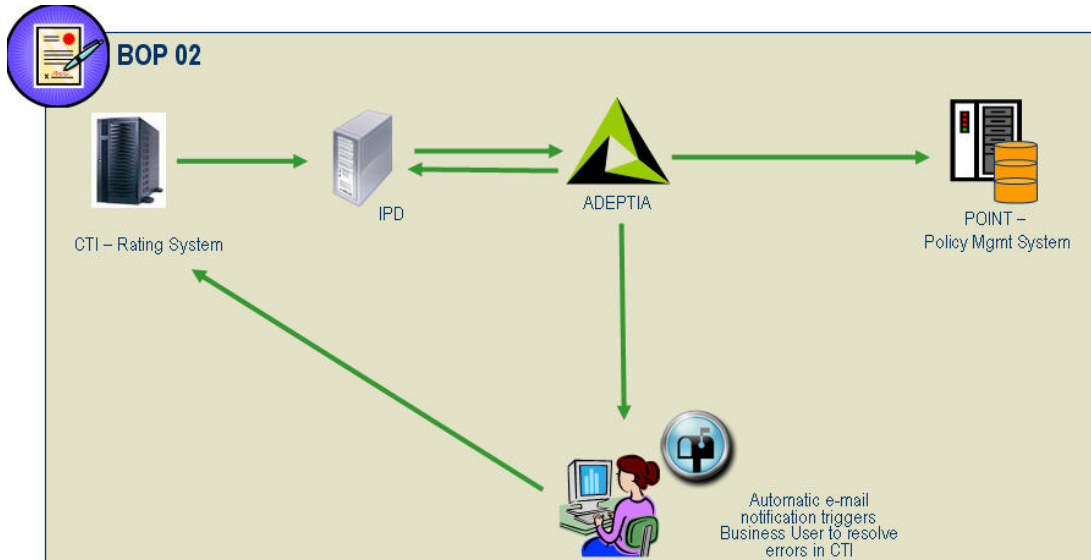
Improve data integrity across integrated systems

Establish framework for future integration projects



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thereby permitting access to accurate, timely information. In PIC's case, ISI had pre-defined adapters for common back-end apps like POINT, WPC, Cover-all, and INSTEC. Exactly what Preserver needed.



Adeptia set its own high-level goals for the integration. The solution would meet or exceed business objectives, offer the required features and functionality, be completed on time or earlier and on budget, be flexible for easy management of changing business rules, and finally, maximize success and minimize failure. PIC chose Adeptia's BPMS and ISI Accelerator and the implementation and deployment went smoothly. Business analysts modeled a business process for the new solution. Developers took the business process and created an SOA-based, process-centric solution flow, grouping atomic steps to identify "services." The implemented solution accomplished much more than a back-end system integration; it provided a complete business process, opening the door to a new day for MVIC's agents.

Business Advantages

Today, information to agents is available in real time and is effective and more efficient than ever. Behind the scenes, insurance professionals spend far less time on manual tasks, freeing them for higher-priority assignments. Integrated systems better use the processing power and information in PIC's back-end systems. Agents now rate, quote and issue new business policies faster than ever. And the agents weren't the only beneficiaries. The Adeptia solution allows rapid implementation through pre-built data formats, templates, and adapters and it validates and edits rules through simple English in lieu of code, thus reducing the IT staff's burden

Deployment Results:

Project completed on-time concurrent with full system implementation

Services re-used for ACORD AL3 download project

Solution created Services (reusable components) for future projects:

Overall process flow template

Services with business rules

Connectors for IPD and POINT

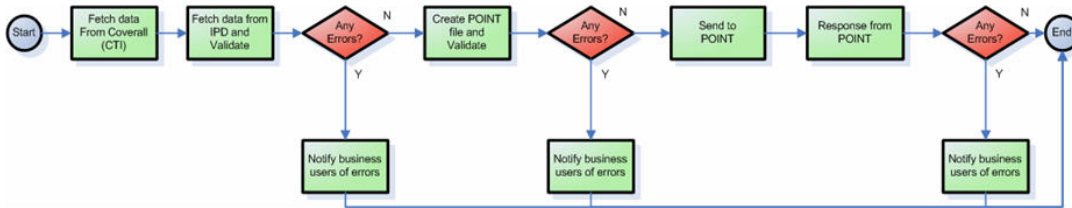
Data validation rules improved data integrity

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



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Inside The Technology



This solution utilized Adeptia BPM Server (BPMS), comprehensive process management software combined with Insurance Systems Integration (ISI) Accelerator. ISI Accelerator comes packed with Process templates for sharing information between systems and Connectors for common back-end systems such as POINT, Coverall, Instec, WPC, Concept1 etc. This solution helps Carriers integrate data within their various back-end systems.

It lets business users and IT staff, collaborate and automate and optimize complex business processes. It improves access to accurate and timely information for better decision making and better reporting. 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.

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

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

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

Adeptia, Inc.