



## A Partner Solution for the Financial Services Sector

### Streamlining the Application Approval Process for Personal Lines Insurance Carriers

IBM **Information Management** software

# Dayhuff Group iPL

---

#### Partner Solution

---

■ **Target Industry**

*Insurance*

■ **Business Application**

*Personal Lines Application  
Processing*

■ **Products**

*IBM Content Manager  
IBM FileNet Content Manager  
IBM WebSphere Business  
Information Integrator*

#### Business Challenge

In the extremely competitive insurance marketplace, individuals considering new policies – whether auto, homeowner, life or disability – are presented with countless options for coverage, with dozens of premium and deductible structures, from hundreds of carriers. Should a Personal Lines' insurance company be fortunate enough to attract the interest of a prospect, it's absolutely essential that the accompanying application is processed as quickly as possible to bind the coverage before the prospect becomes distracted by another offer.

Unfortunately, the constant barrage of applications that floods carriers' processing departments typically creates huge bottlenecks. Applications and related documentation must pass through the underwriting process, relying on multiple sources and people to supply information and make decisions along the way. Often, there is no central tracking mechanism in place. When prospects inquire on the status of an application, significant delays in responding are not uncommon, as employees scramble to locate the application and search through paper trails and email messages. Without any visibility into the application process, companies have no way of

monitoring the status of applications or analyzing the incoming business pipeline.

A centralized system, into which all application-related materials could be funneled and routed through underwriting and approval processes, would expedite the processing of new business for insurance carriers. New policies could be underwritten more quickly, and customer service could be enhanced. Additionally, management could leverage increased visibility into the application process to balance employee workloads and analyze data to create financial projections.

#### Solution

Dayhuff Group, specialists in Enterprise Content Management and Web Business Enablement, presents iPL, a custom processing solution tailored to collect small or large volumes of Personal Lines' application information and route it automatically throughout underwriting and approval processes. Built on the IBM Enterprise Content Management (ECM) suite of products, iPL can be easily modified to meet insurance companies' specific business needs and requirements, including integration into existing Personal Lines' content management systems, significantly reducing training and startup costs.



iPL provides immediate tracking and reporting of all application-related processes, including the monitoring of employee workloads. iPL captures all application-related documentation and places it into an electronic folder that is easily and securely accessible. The folder is then routed automatically to the underwriter for approval and processing, and information is instantly accessible by employees for customers inquiring about the status of applications. Working from a single file, employees can annotate and highlight information, collaborating to ensure accuracy during the process.

Including executive dashboard reports on employee workloads, iPL provides complete analysis of Personal Lines' application processing. A wide variety of reports can be run, including identifying the number of applications in the system, the number of applications that have been processed and by whom, the total coverage amounts being processed and many more.

### Value Proposition

While delivering a fast, focused, high-quality and cost-effective application processing solution, Dayhuff Group and iPL enable Personal Lines' insurance carriers to cut application processing times in half. Supplying employees with quick access to information, iPL favorably increases customer service and satisfaction. Dayhuff Group also assists insurance carriers with renewal, reinstatement and endorsement processing.

### Company Description

Dayhuff Group specializes in delivering fast, focused, high-quality yet cost-effective Enterprise Content Management solutions. Our range of experience, the scope of our expertise, and our delivery model makes Dayhuff Group a special breed in the technology services field. We put those attributes to work in order to guarantee our clients short-cycle project completion with real-world budgets. The result: innovative, problem-solving technology services that improve efficiency, reduce costs, and increase revenues.

Dayhuff Group's primary areas of focus include:

**Enterprise Content Management** – We can remove the mountains of paper from your business and automate your workflow by implementing IBM's Enterprise Content Management suite of products.

**Web Business Enablement** – By implementing customer self-help, content management, order processing, claims entry and much more over the Web, you can drastically reduce cost and improve customer service.

**Workflow Solutions** – Achieve new levels of productivity, accountability and information accessibility with streamlined business processes at a workgroup or enterprise level and realize measurable ROI.

*For more information, please contact:*

+1 888-DAYHUFF  
sales@dayhuffgroup.com



© Copyright IBM Corporation 2009

IBM  
3565 Harbor Boulevard  
Costa Mesa, CA 92626-1420  
USA

Printed in the USA

07-09

All Rights Reserved.

FileNet, IBM and the IBM logo are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

For more information, visit  
[ibm.com/software/data/cm](http://ibm.com/software/data/cm).

**LEARN MORE!**

View a 6-minute Webinar  
of this solution:  
[www.ibm.com/software/ecm/partner/dayhuffgroup](http://www.ibm.com/software/ecm/partner/dayhuffgroup)