



IBM **Information Management** software

enChoice Enterprise Links for Underwriting

Partner Solution

■ **Target Industry**

Insurance

■ **Business Applications**

New Business Processing

■ **Products**

IBM FileNet Business Process Manager

IBM FileNet Capture

IBM FileNet Content Federation Services

IBM FileNet Content Manager

IBM FileNet eForms

IBM FileNet Image Manager Active Addition

IBM Records Manager

Business Challenge

Today, many insurers are hindered by unmanaged information housed in multiple systems forcing underwriters to spend precious time on low-value tasks and be slow to respond. This impedes collaboration, winning New Business and overall decision making, which in turns stymies growth. It also renders organizations vulnerable to non-compliance risks, higher legal discovery costs and failure to meet service level agreements (SLA).

The failure to grow market share costs organizations millions of dollars a year in premiums. Process automation is no longer “nice to have,” it’s essential to ensure your organization is perceived as “easy to do business with” and has the capability to be “first to underwrite” while adhering to regulatory compliance.

Solution

Fortunately mid-sized insurers do have an option that is affordable, powerful and easy to use. Enterprise Links for Underwriting bridges the gap among disparate systems — enterprise content management (ECM) and underwriting systems — and expedites processes that span across multiple departments. The solution leverages sophisticated business process management (BPM) capabilities that speed the issue and processing of New Business applications, facilitate underwriting procedures and enforce “first call” customer service resolution.

Enterprise Links for Underwriting leverages a unique user interface that is fully configurable and designed to present the appropriate information and functionality required for each department, role or individual. New Business processes can be initiated via standard forms either internally by a customer service representative or via external facing portlets by brokers, agents and customers.

Enterprise Links for Underwriting enables straight-through processing (STP), automating processes from point of inquiry to policy issuance, while providing a single user interface to manage exceptions. The solution features rules based underwriting to automate such activities as eligibility/scoring, risk assessment and rider approval; portfolio view to help manage case load; parallel routing that facilitates secondary review, audit and fraud prevention; form letter integration via bar-coding and tools to manage turnaround documents. Additional features include a diary function capturing underwriting notes that facilitates collaboration, redaction and content versioning — along with an audit trail enforcing HIPAA and SOX regulations.

Value Proposition

To position for growth, mid-sized insurers need to embrace technology to streamline underwriting operations. A solution must be easy to deploy,



use and maintain by both internal users and external parties. In short, they need a version of the same powerful and scalable tools available to the larger insurers, but packaged to be affordable for the mid-market.



Enterprise Links for Underwriting improves workflow, dramatically reducing administrative costs and improving cycle times so SLAs can be consistently met. Increased process visibility enables process bottlenecks to be addressed for improved operational efficiency and productivity. Centralized access to all relevant information enables faster, more accurate processing and enhances decision making, collaboration and customer responsiveness. By eliminating manual processing, Enterprise Links for Underwriting enables insurers to handle more volume, win more business and reduce risk by spending more time to higher-value activities.

Enterprise Links for Underwriting also helps ensure compliance with SOX, HIPAA, and other federal and state mandates through the automatic enforcement of information security protocols, analysis of day-to-day business processes and auditing and reporting capabilities.

Addressing the time-to-market imperative for midsized insurers, Enterprise Links for Underwriting can be rapidly deployed. The unique user interface of Enterprise Links for Underwriting expedites deployment by removing customization requirements and simplifying training and support of the solution. The solution's ease of deployment, scalability and flexibility can support a phased roll out, where the solution can be deployed on a department or workgroup level and then expanded to other business areas as needed.

Company Description

enChoice® is the leading provider of end-to-end enterprise content management (ECM) solutions and services. The company designs, develops and deploys solutions encompassing business process management (BPM), records management, monitoring, and data protection, complemented by unparalleled single-point-of-contact support.

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