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The Premier Conference for Business and IT Leadership

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April 29-May 4 Las Vegas, NV



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Insurance

The insurance industry today is a highly competitive one, exposed to a broad range of risks. Amidst globalization and increasing regulatory requirements, insurers are looking for better growth as well as Enterprise Risk Management (ERM) capabilities to protect from sudden losses. Today, information and well-designed and integrated business processes are crucial to sustain in the market. To address these challenges, insurance companies are leveraging technology to transform core systems with a greater focus on claims and policy administration/ underwriting systems, build innovative portals to strengthen distribution channels, and improve customer care and insight.

At IBM, we can help our Insurance clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

Forbes Business Leadership Forum

The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

Technology Program

An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands-on labs and networking opportunities.

Impact 2012 offers sessions for executives from Insurance in both programs. Listed below are some of the session highlights.

[Business Sessions](#)

[Technology Sessions](#)



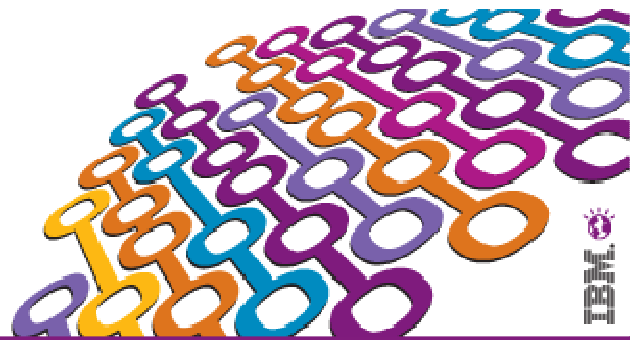
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Session: 1981	Title: Transforming Benefit Entitlements for Improved Service Levels	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012	Location: Delfino 4104
	Time: 1:30 PM – 2:45 PM	
	Role: C-Level	
	Speaker: Ulrik Have, IBM; Anders Friis, ASE	
	Abstract: ASE is a leading member-owned unemployment insurance provider in Denmark. With an objective to improve service levels while keeping member costs low, the carrier chose Websphere BPM to create agile processes including benefit entitlements. This presentation will provide many insights from collaboration between business and IT, key milestones achieved as well as increasing throughput and reducing turnaround time from 23 days to minutes when processing benefit entitlements.	

Business Sessions

Technology Sessions



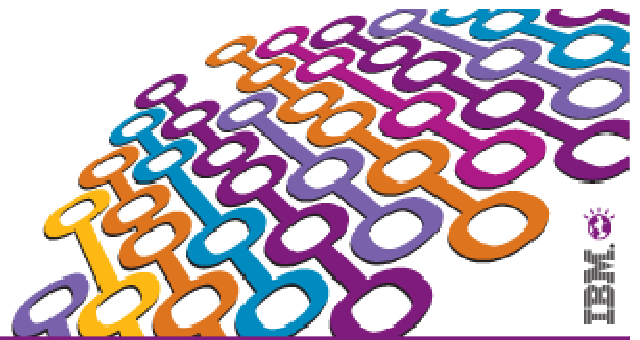
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Session: 1881	Title: Legacy Modernization vs. Legacy Replacement - AAA NCNU Experience	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012 Time: 2:00 PM – 3:15 PM	Location: Murano 3205
	Role: Business Analyst	
	Speaker: Sanjay Motwani, IBM; VP Krishnan, AAA NCNU	
	Abstract: While the customers demand cross-channel experience, Insurance carriers continue to spend over 75% of their IT budget on maintenance of existing systems. Hence, legacy transformation is back at the top of Insurance agenda. Through technologies like SOA and BPM, some carriers have embarked onto a legacy modernization journey while others are replacing core policy and claims systems with modern core applications. What is the right approach? Learn from the challenges and best practices experienced at AAA NCNU.	
Session: 2254	Title: BSLI - The CTO's Business Process Management Success Story	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012 Time: 2:00 PM – 3:15 PM	Location: Palazzo L
	Role: C-Level	
	Speaker: Pramod Krishnamurthy, Birla SunLife Insurance India Limited; Krishna Kumar Sundaramoorthy, IBM	
	Abstract: New business is the lifeline of life insurance business. The agility to service new customers and provide policies with quick turnaround time is imperative to be successful. In this session, learn how Birla Sunlife Insurance India Limited (BSLI) benefited from realizing its business process improvement and optimization objectives using IBM Business Process Manager. Hear directly from Pramod Krishnamurthy the CTO at BSLI on how they adopted a Project to Program approach in their BPM journey, ensuring quicker ROI to the business and enhanced the servicing capability for their customers. Learn how BPM adoption has provided the much required agility for BSLI's business operations.	

Business Sessions

Technology Sessions



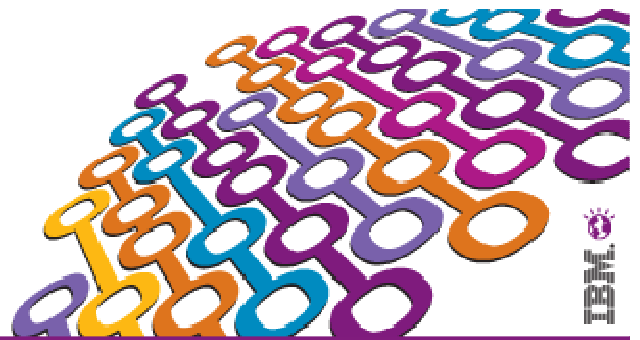
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Session: 1104	Title: Case Study (SEB Life): Experiences from a Successful BPM Journey in Insurance	
Track: Technology - BPM and Decision Management	Date: Monday, April 30, 2012	Location: Lando 4305
	Time: 3:45 PM – 5:00 PM	
	Role: Architect	
	Speaker: Anders Rosengren, SEB Life; Björn Fransson, SEB Life	
	Abstract: SEB Life started its Business Performance Management (BPM) journey during 2007 as a result of an end-of-life case solution's inability to function. Today, the company has reached a high level of automation within a handful of processes and thereby built the foundations for industrializing its process development. The aim is to break the IT and organizational silos and realize the value of becoming more cross-functional. Throughout the journey, the tight collaboration between IT and the business remains a core success factor. Also, by establishing leadership in a small team, SEB Life has been able to prove how BPM enables its business to continually improve operations. To compliment the BPM effort, the Insurance Application Architecture Framework (IAA) has been applied.	
Session: 2136	Title: State Farm Insurance's Enablement of DataPower XI50 Appliances	
Track: Technology - SOA, Connectivity & Integration	Date: Monday, April 30, 2012	Location: Marcello 4501B
	Time: 5:15 PM – 6:30 PM	
	Role: Infrastructure and System Managers	
	Speaker: Steve Easter, State Farm Insurance	
	Abstract: This session will discuss the accomplishments and challenges State Farm encountered during the implementation of the XI50 as the hardware ESB. In order to simplify complex solutions within the existing and future infrastructure through mediations, the XI50 has been positioned as a gateway for the enterprise. How did State Farm make the transition from zero to 5 million transactions through the XI50's overnight? We will cover internal build-up for the appliances, installation, development procedures and guidelines, quality controls, support structure, and current usage of the appliances. In addition, we will discuss the future direction of usage of the appliances including the positioning of new tooling and automation.	



Business Sessions

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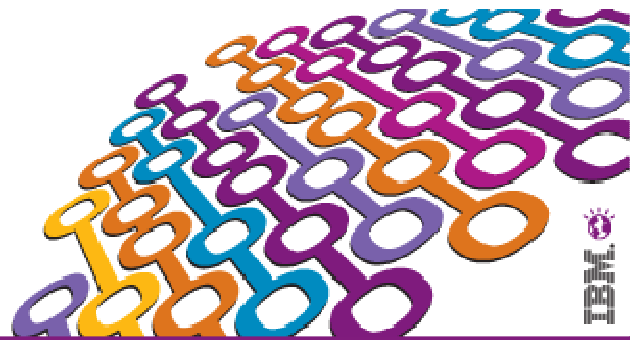
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Session: 2543	Title: Case Study (Humana S.A.): Strategies for Achieving Business Transformation Using BPM	
Track: Technology - BPM and Decision Management	Date: Monday, April 30, 2012	Location: Lando 4301B
	Time: 5:15 PM – 6:30 PM	
	Role: IT Executive	
	Speaker: Alberto Sandoval, HUMANA S.A.; Marco Puento, Medicina Para El Ecuador Mediecuador Humana S.A.	
	Abstract: We describe the story of transformation of Humana S.A. to a process-oriented enterprise. We start from the strategy, analyzing our processes and working to improve them. Technology followed the strategy, and we will present how we implemented process automation using IBM Business Process Management tools.	
Session: 2972	Title: Integration as a Service (IaaS) for a Seamless Tomorrow	
Track: Technology - BP Sponsored Sessions	Date: Tuesday, May 1, 2012	Location: Marcello 4405
	Time: 12:15 PM – 1:30 PM	
	Role: IT Executive	
	Speaker: Madhavan Unni, Wipro Limited	
	Abstract: Today's large enterprises employ more than one type of Integration technology, which are now a barrier to effective business operation. As virtual "islands of integration" operating with proprietary or non-standard message and data formats, these EAI hubs may inhibit the cost effective integration of applications required by constantly evolving business processes. It is possible to reduce the impact of multiple EAI systems by exposing application integration capabilities as Enterprise Services. The point of integration itself can become a service using standardized enterprise information model. Applications can then leverage this IaaS model to reduce their transaction costs.	

Business Sessions

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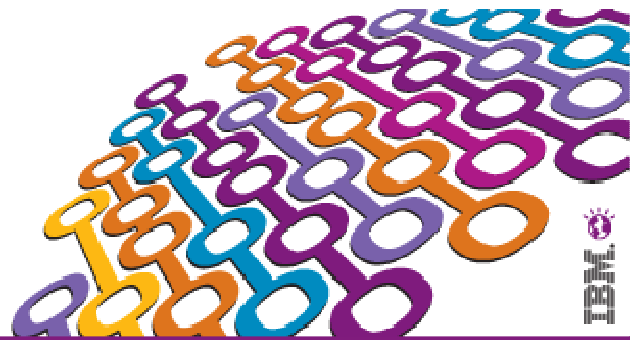
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Session: 1540	Title: Implementing WebSphere Service Registry and Repository: Theory and Reality of an Ongoing SOA Implementation	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Lando 4303
	Time: 1:30 PM – 2:45 PM	
	Role: Architect	
	Speaker: Mark Sperber, MetLife; Guy Hochstetler, IBM	
	Abstract: Using an SOA registry such as WebSphere Service Registry and Repository (WSRR) brings some subtle challenges to existing processes. For the past year, the MetLife Enterprise Architecture Team has addressed these challenges from the center of a large and dynamic organization. The session will feature a case history reviewing the overall integration strategy and planning behind WSRR. The session will also demonstrate how the team adjusted to new cases and changing priorities to model legacy services in CICS, moved to MQSeries and supported unexpected emerging Datapower usages. The session includes lessons learned around product packaging, operational support and skills development. Organizational challenges and WSRR adoption considerations will also be reviewed.	
Session: 1686	Title: Case Study (Nationwide Insurance): Empower Business Users with a Business Rules Solution	
Track: Technology - BPM and Decision Management	Date: Tuesday, May 1, 2012	Location: Palazzo O
	Time: 1:30 PM – 2:45 PM	
	Role: IT Executive	
	Speaker: Jamie Hardy, Nationwide; Antony Viaud, IBM; Renee Gallion, Nationwide; Sean Sigman, Nationwide	
	Abstract: Nationwide Insurance has successfully developed and deployed a flexible accounting reporting application that relies on rule-based decision services. A major goal for that system was for Nationwide associates on the business side to maintain the business rules themselves, with regular cycles of rule releases. This session describes how Nationwide achieved that goal by using IBM WebSphere ILOG JRules, with a focus on rule governance and implementation feedback. IBM will extend that presentation with a description of new capabilities from WebSphere Operational Decision Management, in the context of Nationwide's application.	



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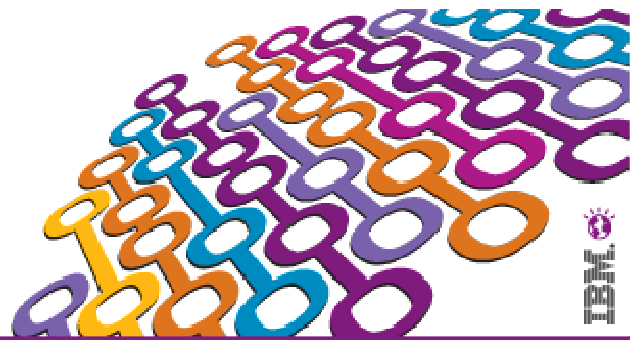
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Session: 2192	Title: How WebSphere Message Broker Helped Systems Integration in Merger of Life Insurance Companies	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Marcello 4501B
	Time: 1:30 PM – 2:45 PM	
	Role: IT Executive	
	Speaker: Kenichirou Namikawa, NKSJ Himawari Life Insurance, Inc.	
	Abstract: Two major life insurance companies (Sompo Japan Himawari Life insurance and Nipponkoa Life Insurance) merged in April 2010 to form NKSJ Himawari Life Insurance, a new company established in October 2011. Systems integration is always a major challenge in mergers and acquisitions, and the two companies in this case achieved the integration of their mission-critical systems using an SOA approach and WebSphere technology. The session will cover how the two companies implemented WebSphere Message Broker in the merger, and share their roadmap for implementing system integration infrastructure.	
Session: 2293	Title: MassMutual Financial Group Embraces the Open API Economy	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Lando 4301B
	Time: 1:30 PM – 2:45 PM	
	Role: Architect	
	Speaker: Laura L. Olson, IBM; Kevin Kosienski, Mass Mutual	
	Abstract: MassMutual Financial Group played a leadership role in driving forward a plug-and-play initiative in the insurance industry through the use of API. This session will cover the business case, strategy, technical solution and lessons learned from establishing an open API economy for insurance.	

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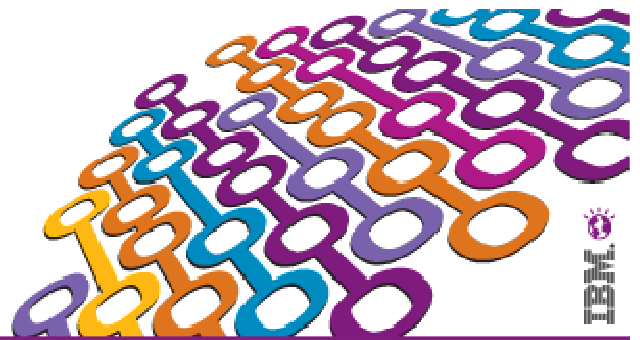
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Session: 1338	Title: HTML5-Based Mobile Application Development at Highmark	
Track: Technology - Application Development	Date: Tuesday, May 1, 2012	Location: Lando 4303
	Time: 3:15 PM – 4:30 PM	
	Role: Architect	
	Speaker: Roland Barcia, IBM; Timothy Barnickel, Highmark - Blue Cross and Blue Shield; Gang Chen, IBM; Terry Musser, IBM	
	Abstract: Mobile application development is a buzz in the IT industry. This session will primarily focus on Highmark's approach to Mobile Application Development, highlighting mobile application architecture, development, and infrastructure, derived from real time projects. Technical topics include integration with REST Services, security considerations, use of HTML 5 technologies, designing Dojo Mobile applications for both Mobile Web and Hybrid applications and various other mobile related technical details.	
Session: 2511	Title: Insurance Front Office Modernization with InsuraSphere	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Tuesday, May 1, 2012	Location: Murano 3206
	Time: 3:15 PM – 4:30 PM	
	Role: Business Executive	
	Speaker: Sanjay Motwani, IBM; Bob Blitshtein, Insurance Data Processing, Inc,	
	Abstract: Introducing InsuraSphere, the first Internet based Software as a Service (SaaS) platform for the property and casualty (P&C) insurance industry. Learn how innovative insurance companies, MGAs and agencies are dramatically enhancing their relationships with their agents and policyholders while improving business outcomes and outpacing their competition with IDP's InsuraSphere insurance front office solutions, including InsuraSphere Insured Portal, InsuraSphere Agent Portal, InsuraSphere Insurance Service Center and InsuraSphere Websites. Built entirely with IBM technologies, InsuraSphere is an highly configurable, enterprise-grade platform and allows insurance companies to be up and running in as few as 30 days.	

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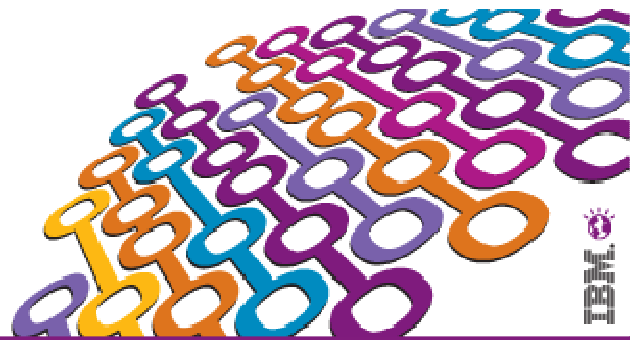
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Session: 1906	Title: IBM Business Process Manager Solution for Auto Insurance - Sales to Policy Issue	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Tuesday, May 1, 2012 Time: 4:45 PM – 6:00 PM	Location: Marcello 4503
	Role: IT Executive	
	Speaker: Axel Pozo Hammar, Pacifico Seguros	
	Abstract: Pacifico Seguros needed to streamline its processes for pricing, selling and policy issuing of its main auto insurance product. To this end, we decided to implement IBM's Business Process Manager architecture on top of our transactional applications while starting to enable a SOA. Not only have we streamlined and automated processes and business rules, reducing cycle times from 23 to 9 hours, but we are also in the process of deploying a multi-channel solution in line with our retail-oriented strategy. This first project proved to be complex, and experienced important delays, but has taught us interesting lessons. While we work on maximizing through-put, we strongly believe the platform will continue growing in support of our business goals.	
Session: 2417	Title: IBM WebSphere Virtual Enterprise Implementation in a Mid-Size Company with Big Company Needs	
Track: Technology - Application Infrastructure	Date: Wednesday, May 2, 2012 Time: 1:30 PM – 2:45 PM	Location: Palazzo M
	Role: Systems Administrator	
	Speaker: Ben Patrick, Ohio National Financial Services	
	Abstract: A mid-sized company (800), home office users (10,000+), internet users, implementation and view on the requirements and utilization of a hardware and software virtualized environment within IBM WebSphere Virtual Enterprise (WVE). How we've gone from two physical WebSphere Application Servers (WAS) on PC's running production six years ago, to 60 physical WAS Network Deployment servers two years ago, to now running 12 physical WVE servers displacing several hundred Java Virtual Machines and doing more with less while increasing availability, reporting, health and application insight. The details of how WVE prevented the sprawl of several hundred planned physical servers to sustain growth of existing projects and new implementations.	



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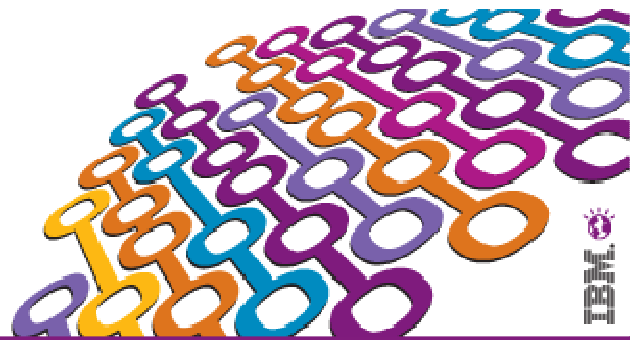
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Session: 2779	Title: Case Study (SMABTP): Creating a Center of Excellence with IBM Operational Decision Management	
Track: Technology - BPM and Decision Management	Date: Wednesday, May 2, 2012 Time: 1:30 PM – 2:45 PM	Location: Lando 4303
	Role: Architect	
	Speaker: Thierry Gautier, SMABTP	
	Abstract: SMABTP is an insurance leader in France and a very significant IBM ILOG BRMS/Decision Management reference since 2003. The company has deployed JRules as a major component of its IT architecture and considers its system as rule based for pricing cases, analysis, control of entries in the system, and so on. SMABTP represents one of the most mature BRMS Centers of Excellence (CoE) in France. CoE has today set up more than 7,000 rules and 80 rule services for their core applications such as "IARD" and Life. SMABTP will be planning on enlarging the use of IBM technology in the future.	
Session: 2821	Title: Chubb Improves Speed to Market and Reduces Costs with SOA	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Wednesday, May 2, 2012 Time: 1:30 PM – 2:45 PM	Location: Murano 3206
	Role: C-Level	
	Speaker: Patrick Sullivan, Chubb	
	Abstract: This session provides insight on Chubb's initiative to leverage SOA at an enterprise level to maximize business value. We will take a look at applied SOA in the context of successful project execution and business value delivery. Chubb's efforts meld two established and successful approaches: the concepts of a prescriptive architecture in which the number of decisions and tradeoffs to be made by architects is reduced, and SOA to speed development and reduce costs via asset reuse.	

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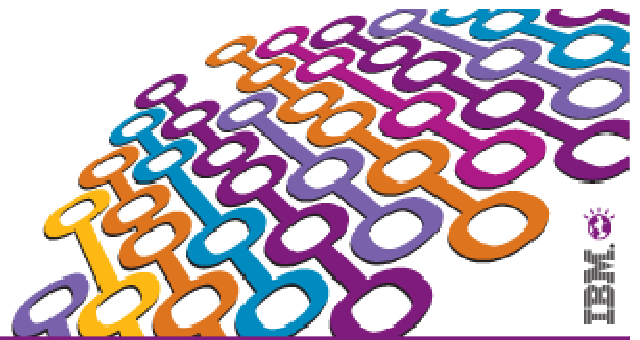
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Session: 2821	Title: Chubb Improves Speed to Market and Reduces Costs with SOA	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Thursday, May 3, 2012	Location: Lido 3105
	Time: 3:15 PM – 4:30 PM	
	Role: C-Level	
	Speaker: Patrick Sullivan, Chubb	
	Abstract: This session provides insight on Chubb's initiative to leverage SOA at an enterprise level to maximize business value. We will take a look at applied SOA in the context of successful project execution and business value delivery. Chubb's efforts meld two established and successful approaches: the concepts of a prescriptive architecture in which the number of decisions and tradeoffs to be made by architects is reduced, and SOA to speed development and reduce costs via asset reuse.	

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