

Manage claims costs while driving customer service levels.



Highlights

- ***Helps manage the costs of nonlife (property and casualty) insurance claims and expenses associated with processing those claims***
- ***Manages the complete claims cycle across multiple touch points***
- ***Supports the improvement of customer satisfaction and retention***
- ***Enables low- and no-touch processing of claims to help minimize costs and maximize staff efficiency***
- ***Gives your staff the tools to operate in an efficient, security-rich manner***
- ***Leverages the success of IBM in the insurance industry***

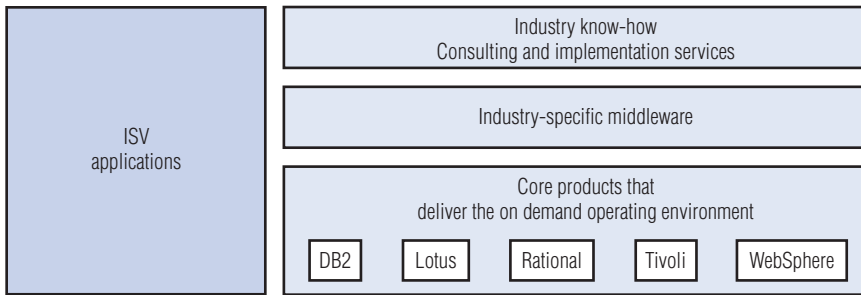
Streamline claims management and enable staff productivity to help address insurance industry challenges

In the face of the insurance industry's many challenges and highly competitive market, today's insurance companies find that claims management can be a key differentiator. Claims and expenses associated with them represent, on average, 75 percent of premiums for nonlife (property and casualty) companies.¹ Managing these costs is critical. In addition, insurance companies must address the challenge of balancing internal operational efficiency with delivering quality customer service that can grow premiums and enable policyholder retention.

Throughout the claims organization, processes, people and technology can present obstacles to achieving success. Two important goals must be achieved. First, streamline the core process to make claims adjudication efficient. Second, properly match—

through hiring, training and assigning—skilled, knowledgeable people with the tools required to achieve the proper productivity level. These challenges can be particularly daunting. However, shortening the claims processing cycle and enabling people involved in the claims process to be effective and efficient are both critical to minimizing the costs of claims and providing the appropriate level of customer service.

Legacy applications and outdated processes frequently impede the transformation of the claims process. They can prevent companies from adjusting quickly and effectively to meet changing demands of a sophisticated market. In response, IBM has developed a middleware solution that helps maximize the longevity of your existing infrastructure and enables that infrastructure to support your strategic initiatives—initiatives that deliver an on demand operating environment.



Overview of an IBM middleware solution

IBM delivers comprehensive solutions for claims management

A proven partner for the insurance industry, IBM can help you reinvent your claims management operations with integrated, comprehensive solutions. IBM's component-based solutions and commitment to open standards facilitate your freedom of choice, enable interoperability and help preserve your existing investment. IBM focuses on helping companies leverage technology to solve business problems. For the insurance industry, IBM solutions use the proper implementation of technology to deliver business value.

One of several middleware solutions designed expressly for insurance companies, the IBM Middleware Solution for Insurance Integrated Claims Management leverages IBM's knowledge and expertise in insurance and IBM's insurance industry-specific

middleware. Together, these components provide a world-class foundation for your claims solution. This foundation complements IBM services capabilities and hardware and the extensive IBM network of industry-focused independent software vendors (ISVs).

The IBM Middleware Solution for Insurance Integrated Claims Management helps:

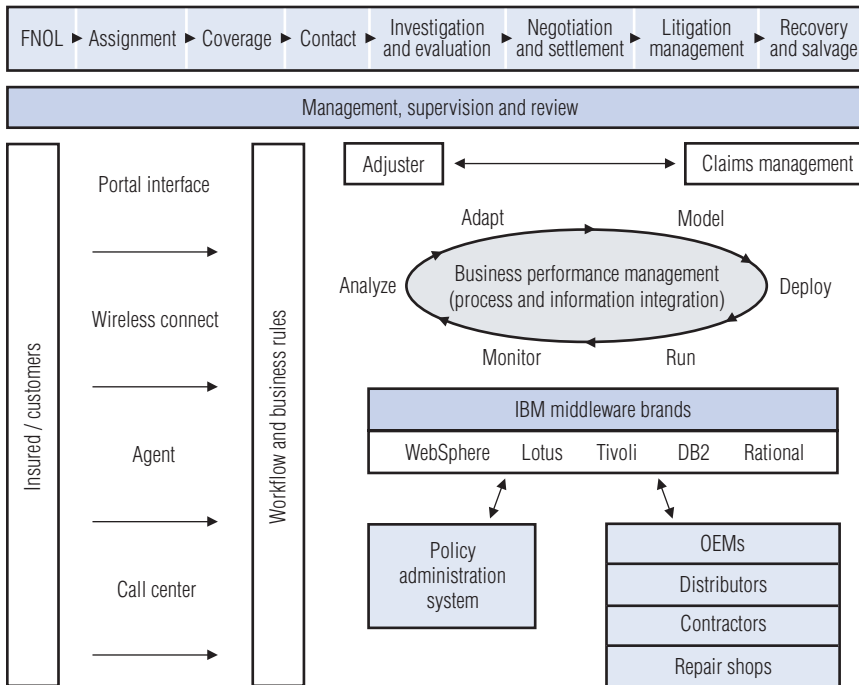
- *Enable a low- and no-touch process, thereby minimizing processing times and costs.*
- *Leverage mobile and collaborative tools to extend the reach and range of claims users, both internal and external to the enterprise.*
- *Provide secure access to policyholder information across the enterprise.*
- *Integrate parties associated with the claims process—internally (business-to-business) and externally (business-to-consumer).*

- *Automate the claims workflow, driven by business rules and enabled by monitoring tools, to track the process and adjust as required over time.*

The IBM Middleware Solution for Insurance Integrated Claims Management provides a common infrastructure to help your company deliver on each goal described in the following sections.

Automate adjudication and rapid settlement of claims

The automated workflow and business process management capabilities of IBM WebSphere® Business Integration software help maximize the efficiency of the claims process, detect fraud and minimize process gaps. When you leverage these capabilities, you can identify claims that require little or no human input—in other words, low- and no-touch claims—and facilitate the smooth routing of those claims through adjudication. These capabilities can be used both to assign adjusters with particular skill sets to claims where they are most needed and to balance workloads. Even for claims that require staff involvement, the IBM Middleware Solution for Insurance Integrated Claims Management helps keep the



Conceptual architecture of IBM Middleware Solution for Insurance Integrated Claims Management

speed of subrogation and recovery activities high and cycle times low.

You can enhance these business process management functions by deploying IBM WebSphere Business Integration Collaborations and IBM WebSphere Business Integration Adapters. WebSphere Business Integration Collaborations are application-independent process templates that supply industry best practices for common processes such as first notice of loss. WebSphere Business Integration Adapters link WebSphere Business Integration with

leading third-party software and your existing applications to provide an automated, comprehensive solution.

These WebSphere Business Integration solutions, in combination with IBM DB2® Information Management solutions, help you maximize the value of your information investments by providing your users with unfettered, real-time access to diverse forms of information.

Share quality information to drive efficiency and customer satisfaction

Leverage the solution's mobile, pervasive and collaborative capabilities to link your remote staff, field adjusters,

legal department and third parties—using devices they choose. IBM WebSphere Everyplace® software enables your staff to access shared information and collaborate in ways that help minimize the length of processing time and optimize the quality of the customer's experience—enhancing your company's overall image. At the same time, these capabilities facilitate accurate investigations, leading to appropriate settlements. In turn, appropriate settlements help minimize leakage and help properly manage loss-adjustment expenses. IBM WebSphere Portal, IBM WebSphere Voice Application Access and IBM Lotus® Workplace software deliver tools to help your staff, customers and partners easily interact with information, applications and people.

IBM DB2 Content Manager—the core of the IBM portfolio for enterprise content management—provides a single, open and comprehensive platform for managing, sharing, reusing and archiving varying forms of claims and the corresponding business information. DB2 Content Manager enables your staff to access and manage critical business information on demand. Across multiple business applications, the software integrates varying forms of content, including digital

“DB2 Information Management and WebSphere software from IBM have enabled us to shrink the claims cycle from weeks to days, and our customers are delighted. Many customers have slashed their staffing costs by 30 percent. Loss-adjustment costs have been significantly reduced.”

—Marc Lens, Co-founder, UBench²

photos, instant messages and voice-recorded depositions. With DB2 Content Manager, you can deliver comprehensive, consistent and integrated information through the Web, portals and call centers. Your employees can then leverage and reuse content from multiple applications and business processes.

In addition, DB2 Content Manager comes with out-of-the-box functionality that can be tailored to quickly implement claims business functions for effective return on investment. DB2 Content Manager helps transform an organization into an on demand business by removing limitations of routing paper and aggregating relevant content into dynamic virtual claims folders. Customer-facing

representatives can retrieve anything from video testimonials about accidents to images of damaged vehicles to statements, invoices and related correspondence—all from their desktops, when they need it.

IBM Tivoli® security management software enforces security and privacy policies across your e-business infrastructure, administering access based on each user's roles, responsibilities and authority to monitor and adjust the claims process. Tivoli security management software includes integrated identity management offerings to help your Web application or portal provide your customers with account information and claims status in personalized views. Integrated identity management also allows your organization to manage security policies in a dynamic manner.

Extend the value of your existing systems

Further modernize—and extend the value of your investment in—legacy claims applications with the IBM Software Development Platform. This platform provides a comprehensive solution to assess and revitalize your business applications and systems—thereby further aligning IT with your

business needs, strategy and mission. Your organization can use the IBM Software Development Platform to discover assets within your existing portfolios, determine the steps needed to modernize your portfolios and then revise, extend, preserve, migrate, integrate and build applications. The IBM Software Development Platform includes IBM Rational® and IBM WebSphere Studio software, a shared set of proven best practices and industry-leading services.

IBM services help address your claims management requirements

IBM offers an unsurpassed breadth of service capabilities. Resources include:

- *IBM Business Consulting Services, with thousands of financial services practitioners*
 - *Business strategy*
 - *Integration services*
 - *Business process re-engineering and operations strategy*
 - *Component business modeling*
- *IBM Financial Services Solution Centre*
- *IBM Software Services*
- *IBM Global Services Business Transformation Outsourcing*

The IBM Middleware Solution for Insurance Integrated Claims Management helps you:

- ✓ Decrease claims processing costs through low- and no-touch claims processing.
- ✓ Assign and route work to adjusters, based on their skills, in a proper and timely fashion.
- ✓ Balance workloads to maximize efficiency.
- ✓ Integrate with third-party providers.

IBM Business Partner applications for the insurance industry complete the solution

The IBM Middleware Solution for Insurance Integrated Claims Management provides a world-class foundation for your claims solution, but applications provided by our extensive network of industry-focused ISVs—combined with IBM Consulting Services and hardware—complete the full solution. IBM ISV Business Partners provide industry-specific business applications that run on IBM middleware platforms. Examples include applications for enterprise resource planning, natural language search and fraud detection.

For more information

For middleware solutions that help you effectively manage the complete claims cycle, count on IBM. To learn more about the IBM Middleware Solution for Insurance Integrated Claims Management and other solutions for the insurance industry, including case studies and more detailed information about solution components, call your sales representative or visit ibm.com/software/industries/insurance

For additional information on complementary offerings from IBM for claims management, insurance-industry applications offered by our Business Partners and other insurance capabilities, visit ibm.com/industries/insurance

“Our documents and the information they hold are our livelihood, and the ability to access them quickly is what streamlines our business, improves our customer service and secures our competitive advantage. IBM data and content management solutions will enable Aviva to increase productivity and reduce costs, as we consolidate our leadership position in a highly competitive market.”

—Karl Clare, Head of Application Support, Aviva³



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¹William N. Pieroni. "True Value." *Best's Review*. March 2003.

²IBM. "UBench drives insurance efficiencies with IBM workflow software." October 2002.

³IBM. "Aviva insures its competitive edge with Content Manager and DB2." September 2002.