Enable Global Property & Casualty (P&C) Insurance industry transformation with Service Oriented Architecture (SOA), component based solutions

IBM

Smart SOA

IBM Insurance Process Acceleration Framework

Innovation is Value

Embrace new expectations with real-time customer interactions. Gain efficiencies with straight through processing. Streamline operations and develop and market new products quickly. Leverage a flexible SOA platform to reuse assets, lower total cost of ownership (TCO), improve time-to-market and deliver stronger bottom line results.

innovation group

Innovation Insurer™ delivers comprehensive functionality to manage Policy, Claims and Analytics business functions on a single platform. This SOA solution allows P&C insurers to choose complete, end-to-end applications (Policy, Claims and Analytics) or functionally rich stand-alone business components (e.g. Billing, Rating) that leverage their existing IT investments. Insurers gain the functionality they need to solve immediate business challenges and simultaneously benefit from a modern, flexible platform that will support long-term strategies, growth and combat future obstacles.

Innovation Group and IBM

Combining global market presence, business expertise and best practices with strategic technologies and service excellence for the global P&C Insurance industry

Insurance leaders are under pressure to transform their core business processes and become more agile and responsive to market shifts. Companies must embrace several shifts – responding to new customer expectations for interaction, improving operations from underwriting to claims, developing new products and exploiting new and existing markets rapidly. One of the challenges facing carriers in this shift is legacy systems often cannot respond quickly and cost-effectively to market needs. This places insurers at a disadvantage by potentially eroding competitive advantage and limiting their ability to gain market share. Delivering "top-tier" service requires a flexible business and technology framework and a services-based platform that responds to today's business challenges and provides the power and the flexibility required tomorrow and in the future.

IBM and Innovation Group, a leading provider of enterprise software solutions and BPO services to the Insurance industry, have combined their strengths to address core business issues impacting the industry. Using the capabilities of the IBM Insurance Process Acceleration (IPA) framework, proven SOA, and the visually rich web-based user interface, the Innovation Insurer solution can significantly improve insurers and other risk carriers' ability to offer new products, enter new markets, reduce expenses, improve combined ratios and enhance the customer experience with less risk and faster value realization.

Innovation Insurer leverages the IBM SmartSOA™ Foundation elements, including IBM WebSphere® Application Server, IBM WebSphere MQ, IBM DB2®, and IBM FileNet® P8. Innovation Insurer has been tested against the rigorous criteria of the IBM IPA framework, and is frequently tested in IBM Innovation Center Labs. This verification delivers confidence in the combined solution's ability to reliably perform and exceed the demands of customers.

> "We partnered with Innovation Group because their technology solution aligns itself with what Aviva Canada clearly believes is important to our customer—efficient and effective service in a once and done process—in an environment flexible enough to improve work processes along the way."
> *- Greg Somerville, Executive Vice President, Claims & Reinsurance, Aviva Canada Inc.*

> "There's no question, in order to maintain and grow market share, P&C carriers have got to embrace change and align IT and business strategy. If they haven't started already, they had better start—and quickly. As partners, IBM and Innovation Group combine best practices to simultaneously provide a flexible and proven solution that puts that power of implementing improved business processes and SOA back in the carrier's hands. It's pretty revolutionary."
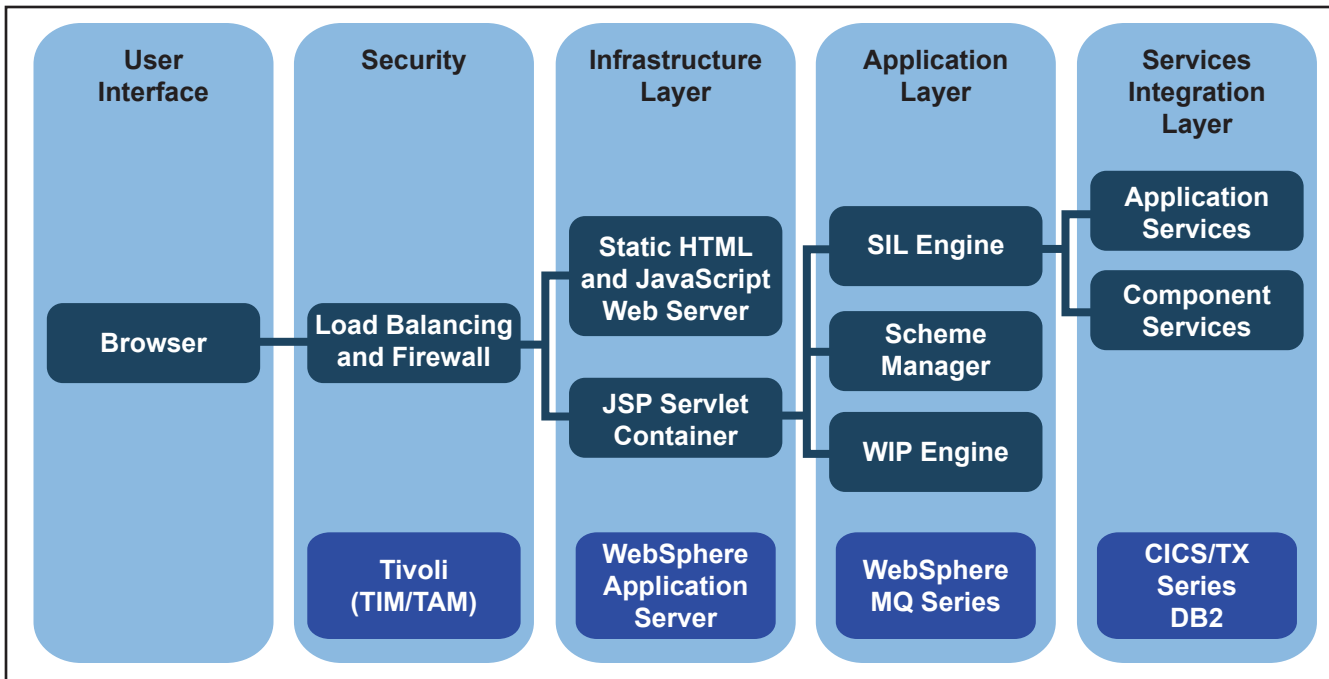> *- Andrew Labrot, Jr., CTO, Innovation Group*

Enabling Strategic & Operational Improvements

- **Implement Transformative Business Options**—Innovation Insurer is designed with industry best practices at the forefront in an integrated, configurable manner delivering efficiencies, organizational agility, productivity, profitability and customer service.

- **Develop Innovative Products & Enter New Markets Quickly**—Innovation Insurer's integrated analytics and business intelligence, coupled with the product management business component, uses customer insights to identify new product or market opportunities to grow your business and enter new markets with innovative offerings.

- **Support Customer with Greater Options**—Innovation Insurer offers your customers the choice of how they want to interact with you, while avoiding duplicate systems and processes, providing a consistent customer experience and improving customer satisfaction and retention while lowering operational costs and improving profitability.

- **Simplify IT Infrastructure & Increase Effectiveness**—Innovation Insurer reduces IT operational costs by minimizing and in some cases, eliminating legacy system maintenance and IT development costs through the reuse of common services which maximizes TCO and enables reallocation of resources to strategic initiatives.

Innovation Group and IBM—A Closer Look

Innovation Group and IBM deliver a modern core insurance solution that:

- **Leverages Open Standards**—Innovation Group and IBM embrace industry frameworks and open standards such as web services, which deliver solution scalability, lower cost of ownership and flexibility to configure the solution to meet your business needs.

- **Addresses Insurers Requirements in an Incremental Manner**—Integrated, yet modular—Innovation Insurer, allows you to address your immediate pains using a phased project approach, while knowing that you have a complete platform that will support your policy, claims and analytical needs for years to come.

- **Incorporates Flexible, Scalable Applications from IBM**—Innovation Insurer leverages the IBM IPA framework's SmartSOA™ Foundation middleware products to deliver performance, scalability, flexibility and resilience for your applications today, and in the future.

User Interface | **Security** | **Infrastructure Layer** | **Application Layer** | **Services Integration Layer**

Browser

Load Balancing and Firewall

Static HTML and JavaScript Web Server

JSP Servlet Container

SIL Engine

Scheme Manager

WIP Engine

Application Services

Component Services

Tivoli (TIM/TAM)

WebSphere Application Server

WebSphere MQ Series

CICS/TX Series DB2

Innovation Group

- **Global Knowledge, Experience and Footprint in the Insurance Market**—Dedicated exclusively to the P&C Insurance Industry with a market presence in over 80% of the top 20 insurance markets supported by over 2400 knowledgeable staff worldwide.
- **Global Customer Relationships**—Global market presence from 65% of the top 20 insurance companies to regional or niche companies who all represent strong and innovative insurance companies.
- **Financially Strong**—A proven low-risk and high-value partner with strong financial performance and 75% recurring revenues, supported by organic growth.
- **Strong Commitment to Innovation**—We embrace innovation as a core tenet reflected in our organization, operations and solutions, as demonstrated by the continued investment in business solutions, technology and our joint IBM/Innovation Group solution provisioning center.
- **Strategic Partner**—A proven strategic partner committed to the industry as demonstrated by our ongoing commitment to our customers and by bringing together relationships and solutions that offer customers assets and options that best address their particular needs.

IBM

- **Global Financial Services Experience**—IBM works with more than 1,000 financial services providers worldwide including over two-thirds of the world's largest financial institutions. As an industry leader, IBM continually invests in the financial services industry and in industry-based solutions.
- **Innovation**—The IBM Insurance Process Acceleration Framework is only one example of the innovative offerings IBM is developing specifically for the insurance industry.
- **Worldwide Support**—Insurance providers can benefit from a vast services organization and a global network of more than 1,500 IBM Business Partners in the insurance industry.
- **Dominant Market Share**—IBM has more than 53 percent of the market share in SOA-based solutions, with more than 7,000 clients supported by the IBM 7,500 certified SOA consultants, architects and IT specialists.

For more information

To learn more about Innovation Group and the IBM Insurance Process Accelera-tion framework, please contact your IBM representative or visit:
www.innovation-group.com or **ibm.com**/insurance

Join the Global Insurance SOA community at **ibm.com**/communities