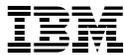# Exigen Insurance Solutions and IBM: end-to-end agility

A comprehensive solution that enables property and casualty insurers to enhance core processing and create a seamless multichannel experience for customers

Highlights:

- End-to-end transformational solution designed for property and casualty insurers

- Delivers comprehensive yet configurable policy, claims and billing functions

- Provides extensive tools for product development, analytics, BPM, CRM and more

- Helps insurers offer a seamless customer experience across multiple touchpoints

- Deploys with IBM PureSystems for faster, easier and simpler rollout and support

- Accelerates solution delivery and performance via cloud computing

Driven by new market realities, property and casualty (P&C) insurers are seeking much more than process improvement or productivity enhancement. They are transforming their organizations from end to end to become exponentially more agile and customer-centric. This means developing more new products, launching these innovations quickly, developing intricate pricing strategies and delivering consistent, excellent service across a wide range of channels and touchpoints.

Step one in the transformation is upgrading legacy core processing systems. Often developed between two and three decades ago, these core systems were designed for a pre-Internet era. They simply do not have the configurability, flexibility or capabilities to keep pace with modern market demands. The challenge insurers face is finding new technologies that provide essential operations as well as everything else required to complete their transformation.

This is where IBM and Exigen Insurance Solutions are making a difference. Their robust solution starts with powerful core processing and business optimization software from Exigen, then adds expert integrated systems from IBM that combine the flexibility of general purpose systems, the elasticity of cloud and the simplicity of an appliance tuned to the workload.

Solution Overview

The solution from IBM and Exigen brings together the latest thinking about P&C insurance operations with how best to execute complex IT systems faster, easier and much more simply.

The Exigen Suite handles all core operations for P&C insurers with a trio of applications for policy administration, billing and claims that can be deployed separately or together. These applications are designed to embody industry best practices, removing the functional silos, redundant capabilities and manual processes that characterize legacy systems.

Unlike many competitive offerings, however, the Exigen Suite also includes all of the other capabilities P&C insurers need to manage and optimize operations, including workflow and business process management, document generation, content management, business analytics and customer relationship management (CRM). Because it integrates all of these tools into a single, versatile solution, Exigen Suite helps eliminate the interoperability issues that often arise in multivendor environments.

Exigen Suite offers multiple deployment options to align with virtually any P&C insurer's business strategy and resources. Available options for implementation include onsite, hosted or Software-as-a-Service (SaaS). This makes the suite ideal for deployment with IBM PureSystems, a family of expert integrated systems that redefine how enterprise-level IT solutions are designed and implemented.

IBM PureSystems are built for the cloud, and "scale in" with integrated provisioning, elasticity and virtualization that improves efficiency and reduces costs. Because PureSystems offer embedded expertise, tight integration of the entire solution stack, and a simplified user experience, they effectively allow IT staff to focus on driving innovation for the organization instead of devising, testing and tuning custom integrations.

For P&C insurers, the combination of IBM PureSystems and the Exigen Suite offers a powerful way to supercharge operations and gain competitive advantage. The core of the solution is a trio of software applications:

- **PolicyCore.** Superior policy lifecycle management is critical for meeting customer expectations and achieving market growth. PolicyCore enables P&C insurers to develop and manage products rapidly in response to new opportunities and conditions. It streamlines customer interactions and internal operations to grow new business, reduce process cycle-times and costs, improve ease-of-doing-business with distributors, and enhance underwriting results. Its core processes include rating, automated underwriting and renewals, among many others.

- **BillingCore.** BillingCore provides a single view of all account-level and policy-level billing functions and information, enabling customer service staff to resolve billing issues quickly and accurately. It allows for customer-defined billing periods and single account billing for customers with multiple policies. Billing rules can be created for each product. Users can also design billing plans and processes (such as pre-defined delinquency actions) that minimize uncollected earned premium exposure and write-offs.

- **ClaimCore.** ClaimCore assures maximum cost containment and the highest levels of customer support for insurers' most mission-critical business process. By streamlining tasks, ClaimCore accelerates resolution and reduces administrative and settlement costs. All processes and performance can be monitored in realtime. The rules engine allows users to refine processes to increase efficiency and improve the customer experience and using Claim Factory insurers can configure user workspaces to match the organization's unique needs.

Three other key components are integrated with Exigen Suite. The first is Product Factory, a product configuration and management tool built into PolicyCore that redefines how insurers conceive, create and manage products. Product Factory employs model-driven product definition, and configurations are performed by business analysts. This dramatically improves speed to market for both new products and enhancements.

The second is DistributionCore, which provides producer performance and compensation management and enables integrated multichannel sales and service provisioning. This effectively allows insurers to provide highly personalized service whether customers interact with them in the office or through contact centers, correspondence, self-service portals, agents and third parties.

The third is Dynamic Analytics, a business intelligence tool. Through activity monitoring, every transaction in the system is recorded, providing the granular data needed to understand the behavior of all system users. Performance and transactional data are presented in either out-of-the-box or customizable reports, and operational and executive dashboards allow management to evaluate the health of the business quickly and consistently.

Exigen Suite also includes Exigen Platform, a collection of integrated component services based on service-oriented architecture (SOA). These components help enable rapid implementation of solutions that modernize core insurance operations, without forcing insurers to maintain heavily customized and proprietary systems. Exigen Platform includes:
- Business object model (BOM) based on the ACORD standards
- Business process management (BPM) to design, model, execute, and monitor workflows
- Business activity monitoring (BAM) for capturing, analyzing, monitoring, and reporting data
- Document generation and production
- Content management services
- Business rules management

Solution Benefits

Designed exclusively for P&C insurers, the solution from IBM and Exigen provides an end-to-end approach for modernizing core insurance systems. The benefits include:

- **Faster product development.** Insurers can expect to streamline all of the processes related to designing, developing, fine-tuning, launching and supporting new and existing products. Faster development empowers insurers to respond quickly to niche opportunities and capture market share.
- **Seamless customer experiences.** The solution equips insurers to take a more customer-centric approach, answer customer inquiries faster and gain access to relevant customer data throughout the enterprise, so that every customer interaction is consistently helpful.
- **Support for profitable growth.** The solution optimizes the delivery and performance of core systems, allowing insurers to focus on the quality of the business feeding the top line and closely manage underlying expense, all without compromising service.

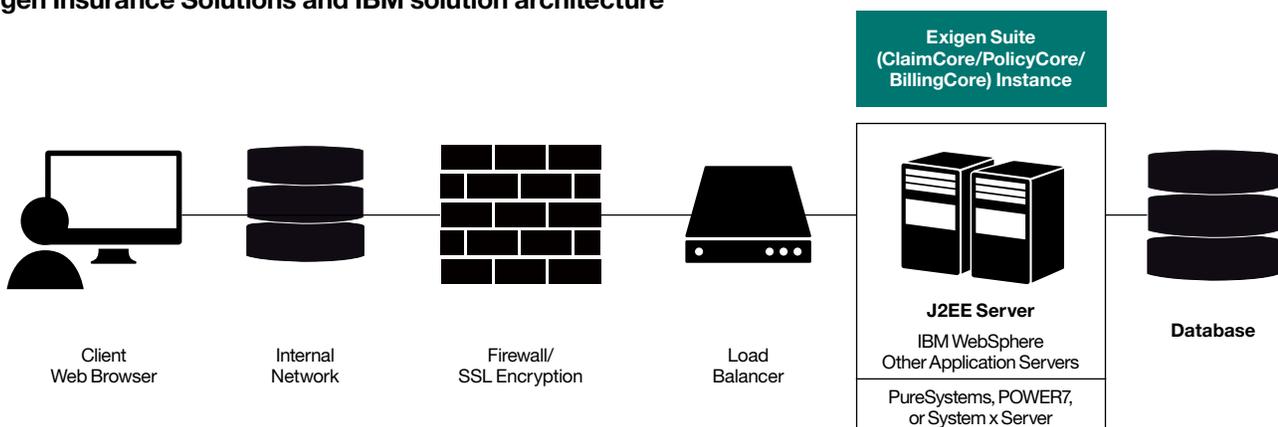## Exigen and IBM: a closer look

With Exigen and IBM, P&C insurers can launch a single solution that has the flexibility, capacity and configurability to improve every aspect of operations. IBM components may include:

- **IBM PureFlex.** The PureFlex System combines compute, storage, networking, virtualization and management into a single infrastructure system that is expert at sensing and anticipating resource needs to optimize infrastructure. It includes integrated patterns of expertise designed to automate and optimize the deployment and maintenance of workloads, supporting 66 percent faster management set-up time.

- **IBM PureApplication System.** The IBM PureApplication System is a platform system designed and tuned specifically for transactional web and database applications. Its workload-aware, flexible platform is designed to be easy to deploy, customize, safeguard and manage. Whether it operates in a traditional environment or in a private cloud environment, this IBM platform system can provide superior IT economics.
- **IBM WebSphere Application Server.** This software speeds the delivery of applications and services, enabling businesses to operate efficiently and reliably while ensuring security and control. It reduces costs and downtime by consolidating workloads, infrastructure and administrative tasks with enhanced web server load-balancing and failover.
- **IBM WebSphere® DataPower® Integration Appliance.** WebSphere DataPower Integration Blade XI50B and WebSphere DataPower Integration XI50z for zEnterprise™ are hardware Enterprise Service Bus (ESBs), delivering common message transformation, integration, and routing functions in a network device, cutting operational costs and improving performance in a blade form factor.
- **IBM DB2®.** This database software is optimized to deliver industry-leading performance across multiple workloads while lowering the cost of administration, storage, development and servers. Features include pure XML, industry-leading deep compression, and multi-temperature data management.

The end-to-end solution from IBM and Exigen enables P&C insurers to optimize core processing systems while simultaneously enhancing product development, process monitoring, document management and many other critical functions.

Exigen Insurance Solutions and IBM solution architecture

Client Web Browser — Internal Network — Firewall/SSL Encryption — Load Balancer

Exigen Suite (ClaimCore/PolicyCore/BillingCore) Instance

J2EE Server
IBM WebSphere
Other Application Servers

PureSystems, POWER7, or System x Server

Database

Exigen and IBM: smarter insurance

Exigen
- **Domain expertise.** Exigen Insurance Solutions is a leading global provider of core systems to the property and casualty insurance industry.
- **Innovative approach.** Exigen solutions deliver speed to value through an outcomes-driven approach to transformation that aligns to an insurer's business strategy.
- **Wide recognition.** Exigen Insurance Solutions has received numerous industry awards and been recognized by analysts from Forrester, Novarica, Celent, and Gartner for the advanced state of its technology and the breadth of its solution functionality.

IBM
- **Global support.** IBM Global Business Services provides global consultative and transformational services to many of the world's top P&C carriers.
- **Industry leadership.** IBM is the largest provider of IT solutions to the global insurance industry, with solutions installed in 24 of the top 25 insurance companies.
- **Deep industry knowledge.** IBM serves every aspect of the insurance industry, supporting more than one billion transactions a day from quoting to claims handling to billing.

For more information
To learn more about IBM in insurance, contact your IBM sales rep or visit: **ibm.com**/industries/insurance

To learn more about Exigen, please visit: exigeninsurance.com

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