



The Direct Line to the Insurance Broker

Destination: insurance factory. With this goal in mind, IDEAL Lebensversicherung is pursuing the development of standardized and automated processes. The inubit BPM-Suite provides support in controlling business and sales processes in real time, in implementing new requirements and in building their customer base. Thanks to the adaptive service interfaces, IDEAL can implement new business models in an uncomplicated manner and can continually improve its market position.

IDEAL **Versicherung**

About IDEAL Lebensversicherung a.G.

Founded in 1913 in Berlin as the “Volksfeuer Burial Association of Greater Berlin” in order to make a dignified burial available to a broader section of the population, IDEAL has been systematically developed into what it is today: a modern, strong service insurer with independent agents.

With its wholly-owned subsidiary AHORN AG – one of the leading German interment service companies – and with its sales partners, it occupies a unique position in the market: the competent insurance specialist for senior citizens.

Requirements

For IDEAL, its partners are the actual customers. In order to be able to offer them the broadest array of services, it is necessary to be able to process highly dynamic sales processes in real time:

- ▶ BiPRO-compatible automation of the rating, offer and application processes and implementation of new BiPRO norms and standards
- ▶ Integration of the systems for connecting to brokers online and transportation of the data for GDV data exchange
- ▶ Additional automation of internal business processes

Approach

The inubit BPM-Suite is the only comprehensive BPM solution to fulfill all functional, technical and business requirements:

- ▶ Depiction of business processes and the technical workflows using the inubit BPM-Suite
- ▶ Linking of the involved sales and CRM systems and integration of the processes between IDEAL and brokers, pools and primary insurers
- ▶ Standard-compatible communication with external partners through the BiPRO-defined web services, making use of the inubit BiPRO-Server

Results achieved

The automation of the processes and the accelerated data exchange led to a significant increase in the share of automatically running business processes:

- ▶ Approx. 100,000 sets of application data are transported annually and more than 100 GDV inventory data sets are transported monthly via the BPM-Suite
- ▶ The reduced “time to market” makes fast adjustment to changing market conditions possible
- ▶ Adaptive interfaces ensure that the system can be expanded in the future

For IDEAL employees, this means: Sales are king. Around 7,000 brokers and multiple agents, 12 primary insurers and numerous banks and thrift institutions act as agents for the policies issued by IDEAL and maintain contact with the end customer. IDEAL has specialized in products for senior citizens. To their partners who do not themselves have a range of products in this segment, IDEAL makes available what are known as “white label” solutions. This makes it possible for cooperation partners to provide their customers with products for the latter half of life that the partners would not be able to provide themselves. IDEAL profits from a broad network of external sales partners and can further build its business volume through constant expansion of its sales channels.

As a real-time insurer, IDEAL is pursuing the goal of constantly accelerating the information exchange with external sales partners and continually improving service to this group on this basis. For this reason, the standardization and automation of sales processes forms the basis for a successful business in which sales-oriented process optimization is part of daily practice, and technology and workflows are always aligned with business processes. In order to offer independent brokers an incentive to submit applications online, thus supporting cost-efficient and fast processes, IDEAL created an online sales system in which applications that are submitted online are better compensated than traditional offline applications. This compensation model allowed IDEAL to become the front-runner for online applications with a share of 70%.

Process automation with the inubit BPM-Suite

The modern and very heterogeneous IT landscape at IDEAL is based on commercial and open source solutions as well as custom developments in the core system area. Before implementation of the BPM-Suite, neither central process modeling, nor a unified modeling process, nor a central tool for process control was available.

In order to accelerate the business processes, both the internal processes and the communication processes with external partners have been standardized and automated to a great extent. The goal was to increase the share of automatically running business processes and control sales processes in real time – both on the business and technical level. In order to avoid bottlenecks in daily business from the outset, it must be possible to simulate and optimize the processes

before they are implemented. In view of the applications used at IDEAL and the system environment, it was imperative to fulfill the following requirements:

- ▶ Support for the core processes of sales, such as electronic rating, offer and application for the IDEAL sales system IPOS
- ▶ Linking of the sales and CRM systems
- ▶ Integration of the processes between IDEAL and brokers, pools and primary insurers
- ▶ Availability of sales-oriented back-office processes like commission settlement and inventory data reconciliation

To implement these requirements, the decision was made to use a standard solution for Business Process Management (BPM). In a first step, the solutions Microsoft SharePoint Server and BizTalk Server were evaluated. But those responsible were facing the problem that comparably high license costs are incurred here and version jumps that were recognizably incompatible would make work difficult. On the basis of these obstacles and the lack of certainty that the investment would pay off, those involved decided to back away from this approach. In a next step, the X4 product from SoftProject was considered. Due to the limited range of functions of this solution and its limitation to the purely technical level, this approach was also rejected.

In search of a comprehensive solution, the choice was eventually made in favor of the inubit BPM-Suite. The winning argument for the inubit BPM-Suite was that it fulfilled all of the business and all of the technical requirements in equal measure. It also had far-reaching integration functionality that ensured that its use would be a secure investment in the future. Thanks to the modularity of the software, all processes can be automated and controlled incrementally using the inubit BPM-Suite. Another advantage is the universal linking between the business process models and the technical implementation level. This accommodates IDEAL's need to have technical processes always be aligned with the business processes and to not permit the technology to have a “life of its own.” This also creates a high level of transparency and creates a procedural documentation in addition to a process documentation.

To complement the BPM-Suite, the decision was made to also use the inubit BiPRO-Server. This serves as the link between the systems of external partners and the internal systems of IDEAL. The inubit BiPRO-Server takes care of the

standard-compatible communication between the partners and IDEAL using the web services defined by BiPRO. This allows all current and all future BiPRO standards and their versions to be supported.

Fast processes. Easy implementation.

In order to elucidate objectives and discuss approaches, the employees of IDEAL were brought into the modeling process at an early date during the introduction of BPM. Representatives from the departments of IT New Media, IT Development, IT Data Processing Center, Sales, Marketing and Operations Management took part. Thanks to the training on the basics of using the inubit BPM-Suite, the employees were able to independently model and implement both the business and technical processes. The agile approach lived by IDEAL ensures that processes and workflows are constantly improved and adjusted if necessary.

Since the start of the BPM initiative, both internal business processes and communication processes with external business partners are being processed using the inubit BPM-Suite.

In the area of management of employee information, applications for time off and absence notifications are automatically processed. Within the employee workflows, the inubit BPM-Suite forms and data which were created on the basis of Microsoft InfoPath were merged with the company organization chart and the LOGA personnel management system in use at IDEAL. The sub-processes of hiring, transfer and end of the working relationship are to follow.

For the process of broker connecting (reversion), IDEAL makes a tool available to its broker managers that makes the online connection of new brokers simple and fast. For this purpose, the inubit BPM-Suite integrates all systems involved. Login credentials are created for the sales system in real time, and the broker is incorporated into the Customer Relationship Management (CRM) System and into the inventory management system as a partner along with his or her commission rates.

The inubit BPM-Suite is also used for GDV data exchange. It makes the data available in the GDV standard format so that it can be imported by the brokers into their own systems. For offer management, the inubit BPM-Suite saves the data of every insurance application and then makes it available to the inventory management system.

For automation of the rating and offer processes that are of particular importance for IDEAL, the inubit BiPRO-Server is also in use, making all existing BiPRO standards available “out of the box.” A great advantage of this product that was developed particularly for the implementation of the BiPRO processes is that inubit makes standards available as part of the software updates at no additional cost as soon as the standards are adopted. This makes it unnecessary for the employees of IDEAL to become familiar with the bits and



*Jörg Treiner,
Head of IT New Media*

“The inubit BPM-Suite is an innovative and efficient tool for process automation. Particularly in the sales field, which is highly dynamic and characterized by ever more complex requirements, the inubit BPM-Suite supports us in adapting our processes in an agile manner and allows us to focus on our core competencies.”

bytes of a BiPRO standard and to retain this knowledge in case adjustments are necessary. IDEAL only needs to invest time and effort into the creation of internal WSDL and XML schemas and mapping to internal systems. Within the scope of a support contract, IDEAL can always get access to the knowledge of inubit employees when questions regarding BiPRO interfaces arise. If needed, the Professional Services Team can also provide support for linking of the internal systems and optimization of the processes. The use of the inubit BiPRO-Server allowed the time and expense for BiPRO-compatible communication with external business partners to be substantially reduced. On the one hand, the initial costs were much lower in comparison to internal custom development; on the other hand, the ongoing costs are also considerably lower.

The direct line to sales

“Since the inubit BPM-Suite was introduced, approx. 100,000 application data sets per year and more than 100 GDV inventory data set exports per month have been transported,” summarizes Jörg Treiner, head of the IT New Media group. He also adds, “Thanks to automation, we can handle sales processes much more quickly, and the share of automatically running business processes is significantly higher.” Due to transparent workflows that are linked to business processes, a flexible adjustment to changed processes can be implemented easily and quickly.

With its adaptive interfaces, the inubit BPM-Suite also provides support for IDEAL’s new business models. In the area

of message-oriented processing, it offers a technical framework that is of great use particularly within the scope of the implementation of BiPRO processes.

First and foremost through the option of universal modeling and automation of business processes, the inubit BPM-Suite has great potential for accelerating processes at IDEAL. In order to take greater advantage of this, more processes are to be controlled by the inubit BPM-Suite, which will have benefits including a shortening of the “time to market.” Paired with the high level of planning and investment security offered by the inubit BPM-Suite, IDEAL is always getting closer to the goal of an “insurance factory.”

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