

# LEADING NORTH AMERICAN INSURER AUTOMATES KEY PROCESSES WITH IVORY SERVICE ARCHITECT.

A leading insurer of property and liability insurance in the United States, with \$1.6 billion in premiums, boasts a large operation that includes several remote offices, more than 2,200 employees and a nationwide presence throughout 49 states and the District of Columbia.

The North American insurer needed to revamp its systems to support call center representatives, risk consultants, and field marketers. It also needed applications to better empower its workforce and accelerate corporate processes, as well as deliver Web-based apps for its customers.



#### CLIENT

Leading North American Insurer



#### INDUSTRY

Insurance



#### CHALLENGE

Needed to provide applications to streamline business processes for employees and customers



#### SOLUTION

GT Software's  
Ivory® Service Architect™

## CHALLENGE

The Lead System Architect for the insurance provider explained, *“When a claim is first submitted, we receive what is called a ‘Notice of Loss.’ We needed to automate the capture and reporting of these ‘Notices of Loss,’ a process which was completely manual.”*

*“The customer either filled out and mailed a paper form notifying the company of a loss, or called the company’s call center and notified a representative, who would fill out the form for the customer, and then mail it for entry into the claim system. It took from one to three-days just to get the notice of loss into the system in order to start the claim process, and of course it tied up personnel handling the manual process,”* the Lead System Architect added.

To automate business processes, however, required an update to the insurer’s mainframe. Developers would need to create a new composite application to make legacy services usable and available during the transition. It was critical that the company was able to deliver apps quickly to react to changing requirements, placing great emphasis on time-to-market as a marker for success.

To improve the productivity and enhance the agents’ level of customer service, the company needed to provide real-time access to data stored on the mainframe, from any location. Generating the correct quote in the field enabled immediate approval of the final quote, thus reducing lost business due to delayed quotes.

## SOLUTION

After evaluating a number of different approaches, the system architect opted for GT Software’s Ivory® Service Architect™ which allowed the company to focus on business objectives during the transition.

Going with GT Software’s Ivory Service Architect helped the insurer’s workforce get up to speed with building APIs quickly and easily, without any changes to coding.

The Lead System Architect recalled that the tool was easy for COBOL developers to use, enabling the business to focus on building APIs and corporate services rather than on spending efforts on training.



*“We do have Visual Basic and Java development, but almost all of our 180 developers know COBOL, and we did not want to have to hire externally to develop our new composite applications. Clearly, we needed a tool that a mainframe COBOL programmer could use.”*

*-Lead System Architect*

According to the Lead System Architect, “We do have Visual Basic and Java development, but almost all of our 180 developers know COBOL, and we did not want to have to hire externally to develop our new composite applications. Clearly, we needed a tool that a mainframe COBOL programmer could use.”

## RESULTS

The insurer experienced significant benefits in several areas by choosing GT Software’s Ivory Service Architect, including:

- An easy and intuitive development environment
- A solution requiring only four hours of training for developers
- Rapid construction phase—30% shorter than expected
- Improved customer service by eliminating one to three-day delays
- Reduced number of process claims representatives
- Achieved higher payback sales activities

With the new APIs created by developers using Ivory Service Architect, the insurers have improved business performance by becoming more efficient and working faster than ever. Now, a call center representative is able to start a claim as soon as the notice of loss call is received, instead of experiencing a one to three-day delay in beginning the claim. Besides boosting customer service, the insurer has been able to reduce the number of representatives needed to process claims. These representatives can now focus on other activities such as higher-payback sales.

“If you want to get started right away, reuse resources and get a fast ROI, you’ll find nothing better than Ivory Service Architect from GT Software,”

*-Lead System Architect*



**Requires only four hours training for developers**



**Shorter sales cycle with onsite approvals**



**Provides an easy and intuitive development environment**



**Streamlines internal business processes**

## ABOUT

GT Software ([www.gtsoftware.com](http://www.gtsoftware.com)) turns yesterday’s legacy systems into tomorrow’s leading edge applications. Its solutions help organizations extend the value of their IT investments through agile development and standards-based APIs, which improves workflow and enhances operational efficiency. Masters of application modernization and a global distributor of the Fujitsu NetCOBOL compiler, GT Software’s proven solutions power mainframe integration with today’s technologies. Currently, more than 2,500 organizations globally trust GT Software’s solutions to ensure they are able to drive forward innovation that improves customer experiences, increases operational efficiency, and generates revenue.



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