

## IVORY CASE STUDY

Leading North American Insurer automates key processes with GT Software's Business Performance Solution by creating applications for employees and customers



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.

### CHALLENGE

#### Automating initial customer notification for faster claims

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," says the lead system architect.

"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 fax or mail it for entry into the claim system. It took from 1 to 3 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.

#### CLIENT

Leading North American Insurer

#### INDUSTRY

Insurance

#### HQ

United States

#### CHALLENGE

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

#### SOLUTION

GT Software's Business Performance Solution  
GT Software's Ivory® Service Architect™

**//** 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

## SOLUTION

### Selecting GT Software's Ivory Service Architect to create Web services

After evaluating a number of different approaches, including IBM's® CICS Transaction Gateway and SOAP Support for CICS TS 2.2, 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 to get up to speed with building Web services quickly and easily, without any changes to coding. The system architect recalled that the tool was easy for COBOL developers to use, enabling the business to focus on building Web services, service-oriented architecture and corporate services rather than on spending efforts on training. According to the 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

### Significant cost savings, rapid ROI and streamlined business processes

The insurer experienced significant benefits in several areas by choosing GT Software's solution, including:

- An easy and intuitive development environment
- A solution requiring only 4 hours of training for developers
- Rapid construction phase - 30 percent shorter than expected
- Improved customer service by eliminating 1-to 3-day delays
- Reduced number of process claims representatives
- Achieved higher payback sales activities

With the new Web services 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 1-to 3-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.

In addition, the insurer used the new solution to provide self-serve access for members of group health plans. The new application now allows all 105,000 employees of insured companies to login to the web portal to view claims information.

"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," the architect concluded.



**Higher sales**  
payback activities



**Improved employee**  
productivity and  
customer service



**Reduced construction**  
phase **by 30%**



**Average chargeback**  
of **\$65/hour per developer**

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-Lead System Architect

For over 30 years, GT Software has helped enterprise organizations unify business information across platforms, data formats and programming languages — including the “hard to access” mainframe. More than 2,500 organizations across the globe trust GT Software to help them improve business intelligence, workforce productivity and customer experience.