

Beacon modernizes and streamlines Insure/90



The Beacon Insurance Company Ltd, headquartered in Port of Spain, Trinidad, and with branch offices throughout the southern Caribbean, offers a full range of insurance products and financial services, including general insurance, life & health insurance, asset management and financing. Beacon has streamlined its procedures and modernized its Insure/90 core policy administration system using a combination of the LANSA Workflow Framework, RAMP and LANSA Integrator tools.

Christopher Woodhams, Vice President Information Systems, says, "Our business strategy and LANSA system allow us to focus on winning new business. We now have complete visibility and control of how documents and work progress through the organization, regardless of divisions and locations. Turnaround times are consistently fast and competitive and we can offer our clients a one window view of their business with us. The system is opening up new opportunities, allowing us to reassess how we utilize our real estate and resources."

ROI Calculations

The Beacon Insurance Company Ltd (Beacon) operates from 12 locations in Trinidad & Tobago, Grenada, Barbados, St. Vincent, St. Lucia, St. Kitts & Nevis, and Dominica with a team of loyal and dedicated staff. The company regards the quality and delivery of its services its main competitive differentiators and is constantly aiming to improve on these.

In this context Beacon believes that personal attention is a top priority for direct corporate clients, while for broker customers fast turnaround is the main focus. However, until recently Beacon was hampered in implementing these improvements, as its

Insure/90 system and internal procedures did not allow for either.

"Our Insure/90 implementation served as a robust database underwriting system, but it didn't have the workflow features to measure timelines or the facilities to effectively manage tasks that span two or three different divisions," says Woodhams. For the customer, the static and hierarchical organization of products and divisions meant that they had many different points of contact.

Driven by a strategic initiative to provide better customer service, Beacon started to look for a solution that would help to streamline multi-divisional workflows and give their customer representatives a 360-degree

view of the customer, their policies, claims, quotes, and all past and current matters.

"Staff now have a company wide view of quotes, policies and claims."

Beacon analyzed various options, including a full Insure/90 system replacement. However "the risk was too big, the cost too high and the timelines too long", as Woodhams explains.

"LANSA's combined modernization and workflow framework approach for Insure/90 was the obvious choice," continues Woodhams. "One, because it would integrate seamlessly with Insure/90. Two, because it was low risk and without the need for data conversion."

Together with LANSA's Professional Services, Beacon looked at specific bottleneck processes in the old system, examining which resources were involved and timing how long they took. Next, based on a realistic simulation, estimates were made on how long these same processes would take in the new LANSA-improved system, and which resources would then be involved. These findings were part of extensive ROI calculations, which formed the basis for a presentation to management and eventual project approval.

Capitalize on Insure/90

The new solution capitalizes on Beacon's existing Insure/90 and document storage systems and extends these to provide workflow, integrated document management and intuitive navigation with rich search features.

The Workflow Framework is one of LANSA's 'CodeStart' solutions shipped with source code (and thus not carrying any annual maintenance costs). It is a generic engine, so it was quickly configured for Beacon's many desired business flows. As part of the workflow configuration, each process step was defined with a target timeline, balancing what is realistically possible and what is required for competitive differentiation. Alerts were set to highlight any processes in danger of incurring unacceptable delays, allowing for timely corrective action so that service levels can be met. Insure/90 itself was modernized with LANSA's RAMP, which has prototyping, refacing and development facilities included. It



A high level view is available through the solution's real-time dashboard, allowing management to drill down to details.

allows refaced RPG/COBOL programs, newly developed Visual LANSA programs, .NET programs, Web sites and other applications, to all be integrated in an Outlook style portal, with tabs, filters, search results and business object details.

LANSA Integrator is a key component to Beacon's overall solution, enabling the automated PDF generation of policy contracts, claim letters and other documents, and seamless integration with Beacon's existing document management system via Web services.

Beacon's project went in stages, starting with the workflows and screens related to the client and policy business objects. This automated the underwriting processes, including the creation, routing, approval, digital-signing and delivery of policy contracts.

Beacon made organizational changes as well and formed a division entirely focused on customer contact, that way creating "a one window view of Beacon", as Woodhams calls it. Having a single point of contact was made possible because the LANSA workflow and electronic document management systems provide staff with a company wide view of quotes, policies and (soon) claims.

Complete Visibility

Renato Lezama, Vice President Trinidad Operations (and a major contributor to the system design), explains that the immediate impact of the new system was that supervisors got the ability to ensure completion of transactions and processes. "Before, it wasn't within their power to measure whether tasks were done on a timely basis, without physically going to a staff member's desk. Now they have the performance metrics to ensure that we are meeting the agreed timelines. Supervisors are alerted when tasks are threatening to fall into a time lapse zone and can take immediate action to address the issue."

"We now have complete control of the work that is moving around the organization, regardless of divisions or staff locations," Lezama continues. "We can focus our resources on areas that allow us to keep our competitive edge and dedicate more time in the field, as opposed to spending time on administrative procedures."

Although it is too early to declare that all estimated ROI predictions have come true, many measurable improvements have already been achieved. For example, the task



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of packaging a policy used to take on average between 15 to 20 minutes, due to the fact that physical documents had to be printed and pulled from various sources, fastened together, signed and put in an envelope. In the new system it just takes one minute. In addition, the documents are more consistent and accurate. All documents are stored, reviewed and signed electronically and then automatically packaged for delivery. Beacon puts over 40,000 policies together each year, so the savings will be dramatic.

Quotes, which were previously done outside of any computer system, are now managed through the workflow system, allowing management to track how many quotes are converted successfully into revenue.

In addition to the benefits of LANSA's workflow automation, there are huge efficiencies and savings from RAMP's improved navigation over Insure/90, simply from the fact that 150 staff can gain information accurately and quickly.

"The new system is opening up a lot of opportunities. Previously resources needed to be physically in a specific office. Now they don't even have to be on the same island any

more. It has opened up a whole new thought process of how we utilize our real estate and resources," Woodhams says.

Having the Infrastructure in Place

Most of the project was handled by LANSA Services. Beacon's own IT team has recently completed their LANSA training courses and Woodhams is now identifying what project areas his team should get involved in. He explains, "We haven't had the opportunity yet to see how our own IT resources are going to be affected. However, from looking at what LANSA was able to do and the timelines that they delivered in, LANSA's productivity is going to be a huge positive for us."

Woodhams is also impressed with the quality of the resources that LANSA Services has been providing, which he describes as extremely professional and competent. Next on the agenda might be a Web portal for brokers. Woodhams is still doing the ROI analysis, but feels optimistic it is doable. "Having the LANSA infrastructure, workflow and document management integration in place, Web access for brokers has become quite achievable," Woodhams concludes. "If our marketing department had come with that request a year ago, I would have said 'not a chance' and laughed." ■

COMPANY AND SYSTEM INFORMATION

- The Beacon Insurance Company Ltd, is headquartered in Port of Spain, Trinidad, and has branch offices and Tobago, Grenada, Barbados, St. Vincent, St. Lucia and Dominica. Beacon underwrites the following classes of insurance: Property, Motor, Liability, Health and Accident, Credit Life, Marine Cargo and Hull, Engineering, Bonding, Securities and General Accident. For more information about Beacon visit: www.beacon.co.tt
- Beacon uses Insure/90, a software solution for the insurance industry supported by Computer Sciences Corporation (CSC).