

Jefferson Pilot Financial Enhances Service with BusinessWare®



“By facilitating the integration of our back-office systems, BusinessWare® is helping Jefferson Pilot Financial obtain a single, consistent, internal view of the customer and in the near future, it will give the customer a Web-enabled single-point of access.”

“Vitria’s® ebusiness platform is robust and scalable, providing Jefferson Pilot Financial a significant return on investment by lowering costs and enhancing customer service and capabilities.”

- ▶ *William Hanby, Vice President of Information Technology Group Systems, Jefferson Pilot Financial*

Solution Overview

The Meta Group's Insurance Strategy Service predicts that by the end of 2002, personal protection insurance, including life, health, auto, home, long-term care and small commercial products, will be quoted, bound, issued, billed and serviced by leading carriers over the Internet. In order to provide the best possible service to policyholders, Guarantee Life Insurance Company, now Jefferson Pilot Financial, decided to transform its brick-and-mortar business into a Web-enabled ebusiness. After evaluating solutions from several vendors, Jefferson Pilot Financial selected Vitria's BusinessWare for its business process modeling functionality and ability to bring the company's service handling activities to the Web.

To create a consolidated view of customer information, Jefferson Pilot Financial is using BusinessWare to integrate systems and automate business. In the future, Jefferson Pilot Financial plans to bring many of its operational support systems to the Web, so that customers, business partners and suppliers can have access to information and transact in real-time or near real-time over the Internet.



**JEFFERSON PILOT
FINANCIAL**

Jefferson Pilot Financial

8801 Indian Hills Drive
Omaha, Nebraska 68114-4066 USA
Tel: 402-361-7300
www.jpfinancial.com

Jefferson-Pilot Corporation, a holding company (NYSE:JP), is one of the nation's largest shareholder-owned life insurance companies. Jefferson Pilot Financial's life insurance and annuity companies, principally Jefferson-Pilot Life Insurance Company, Jefferson Pilot Financial Insurance Company and Jefferson Pilot LifeAmerica Insurance Company, offer full lines of individual life insurance and group life, disability and dental insurance products, in addition to annuity and investment products.

Employees: 2,400

Revenue: U.S. \$465 million

Assets: U.S. \$30 billion

Stock Ticker: NYSE: JP

Industry: Financial Services/Insurance

Region: USA

Solution Facts

- ▶ First business application deployed in less than 12 weeks
- ▶ Connecting Oracle customer administration applications and claim systems for disability, dental and life insurance
- ▶ Hewlett-Packard hardware platform
Windows NT operating system
BusinessWare

Background

In 1901, the Guarantee Mutual Life Insurance Company began as a mutual assessment association. On February 2, 1994, the company announced that it planned to demutualize, or convert to a stock life insurance company. By doing so, it would achieve strategic and financial flexibility for accessing capital and better position itself to compete in a rapidly changing competitive landscape. In 1995, the company changed its name to Guarantee Life Insurance. At that time, the company was one of only a few mutual life insurance companies in the nation to become a publicly owned organization. Jefferson Pilot Corporation acquired Guarantee Life Insurance Company in 1999. Jefferson Pilot's Group Department was integrated into the Employee Benefits Division of Guarantee Life, and the combined organization was renamed Jefferson Pilot Benefit Partners. This business unit is based in Omaha, Nebraska. Under the Jefferson Pilot Financial brand, Benefit Partners markets ancillary (non-medical) group and worksite insurance products including life, long-term disability, short-term disability, and dental through a distribution system consisting of 25 regional sales offices in addition to the main office in Omaha.

Business Challenges/Objectives

By 2003, the Meta Group's Insurance Strategy Service predicts that in order to retain premium markets, insurers will need to upgrade traditional distribution channels. The Meta Group further predicts that insurance carriers will need to implement systems that facilitate online sales and improve customer access to policy information.

In the face of a changing industry landscape, Jefferson Pilot Financial needed to upgrade its current handling of business events. "To handle our growth Jefferson Pilot Financial's systems needed to be more effective

and efficient," comments William Hanby, vice president of information technology at Jefferson Pilot Financial. "We needed to update our internal information technology (IT) architecture."

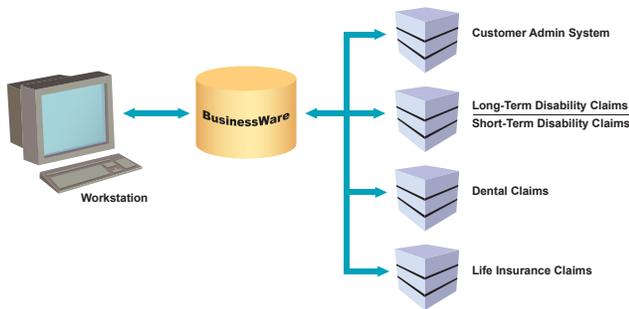
"Jefferson Pilot Financial's long-term goal is to Web-enable many of our mission-critical business activities," notes Hanby. "When redesigning our network architecture, we needed a technology platform that could facilitate our shift towards ebusiness quickly and efficiently." Developing Web integrated systems for employees and customers is critical. Jefferson Pilot Financial sought a technology platform to Web-enable its business processing, so that customers, business partners and suppliers can conduct business in real-time or near real-time, over the Internet. With the company's current systems, policyholders and group administrators will send requests for premium changes, policy changes, additions, or terminations to Jefferson Pilot Financial via post or fax. This process is inconvenient for customers and order turnaround time could be lengthy.

As part of its network redesign, Jefferson Pilot Financial also wanted to automate business processing.

"Jefferson Pilot Financial needed to develop new process models that would automate our systems and define activities related to current and future business processes," comments Hanby. "With process automation, we will have better control over enterprise-wide account and event management activities."

Solution

In order to develop an IT platform for the company's ebusiness strategy, Jefferson Pilot Financial implemented Vitria's BusinessWare. Jefferson Pilot Financial selected BusinessWare for its process approach to business activities and flexibility with the company's existing IT environment. "When compared to other vendors,



Single View of Customer

Vitria focused on business process management,” comments Hanby. “This approach was important to Jefferson Pilot Financial in terms of the redevelopment of our corporate network. Vitria’s approach allows our company to synchronize its business systems without needing to redesign our three-tiered application architecture.”

BusinessWare’s adoption of open industry data standards, such as XML and CORBA, was also very important to Jefferson Pilot Financial, as it begins to Web-enable its claim and account management systems. With these languages, the company has the potential to conduct automatic, system-to-system exchanges of business information and transactions in real-time or near real-time with suppliers, business partners and customers.

Jefferson Pilot Financial is implementing Vitria’s BusinessWare at its main data centers located in Omaha, Nebraska. Using BusinessWare, Jefferson Pilot Financial will seamlessly integrate back-end dental, life and disability claim applications with customer administrative systems. Employees will now have access to information from multiple back-end platforms. “When Jefferson Pilot Financial employees access customer information via their desktops, the claim processing and customer administration systems will be linked together,” comments Hanby. “The information of

these two systems will be completely shared so that users will not have to log into different systems based on the type of information they need, further supporting the publish and subscribe strategy.” Jefferson Pilot Financial is currently Web-enabling its business systems. With the access to these applications over the Web, customers and group administrators will be able to check account status, process specific group/member changes, review premiums, submit premiums and research additional Jefferson Pilot Financial products in real-time or near real-time.

Leveraging BusinessWare’s process management capabilities, Jefferson Pilot Financial will automate business events ranging from claim processing to customer name and address modification. With business rules in place, customer claims entered into the system, whether by a Jefferson Pilot Financial employee or via the Web by a customer, will automatically be shared with back-end claim and administrative systems.

Results

Since implementing Vitria’s BusinessWare, Jefferson Pilot Financial has begun to effectively streamline systems enterprise-wide. “By facilitating business process management and the integration of our back-office systems, BusinessWare is helping Jefferson Pilot Financial maintain a single, consistent internal view of customers,” comments Hanby. “In the near future, Jefferson Pilot Financial will give the customer a single point of access to our services via the Web, which will assist with better handling of customer interactions with the company.”

By automating the exchange of policyholder data from customer database systems and administration applications, Jefferson Pilot Financial will improve its response time to customer orders and inquiries. With less manual

entry of data by customer service agents, the time to process customer requests will drop significantly. "Since implementing BusinessWare, Jefferson Pilot Financial employees no longer search multiple systems for information and are able to enter all data into one main system," comments Hanby. "Response times have dropped and customer service has improved."

With automated business processes, Jefferson Pilot Financial is also able to review operations and identify bottlenecks or problems within the various systems. "BusinessWare provides Jefferson Pilot Financial with the opportunity to look at each business process and document it," comments Hanby. "We are trying to improve workflows, so that we can eliminate bottlenecks and maximize system productivity."

Since implementing BusinessWare, Jefferson Pilot Financial has had a positive return on investment. "Vitria's ebusiness platform is both robust and scalable," concludes Hanby. "Our project with BusinessWare has provided Jefferson Pilot Financial with a significant return on investment by lowering costs and enhancing customer service and capabilities."

Business Challenges/Objectives

- ▶ Proactively defend against increasing competition from insurance carriers who are implementing ebusiness strategies for service processing and business management
- ▶ Restructure current handling of administration services
- ▶ Implement a technology platform to Web-enable systems so that customers as well as business partners and suppliers can conduct business in real-time or near real-time over the Internet
- ▶ Integrate systems that handle dental, life and disability claim processing with its administrative applications that store customer information and account activity
- ▶ Streamline business processes related to claim administration and customer account processing

Solution

- ▶ Implement Vitria's BusinessWare ebusiness solution to allow synchronization of business systems without having to redesign a three-tiered application architecture
- ▶ Use BusinessWare connectors to seamlessly integrate back-end dental, life and disability sub-claim systems with customer administrative systems
- ▶ Leverage BusinessWare's business process management component to automate the exchange of policyholder data from customer database systems and administrative applications

Results

- ▶ Deployed first windows application using BusinessWare within 90 days of reviewing the software and completed subsequent applications every 90 days thereafter
- ▶ Streamlined systems that are viewed as enterprise-wide versus silos
- ▶ Improved response times to customer inquiries
- ▶ Enhanced process analysis to identify bottlenecks in systems and inefficient business processes
- ▶ Achieved return on investment in two years
- ▶ Prepared company to conduct automatic, system-to-system exchanges of business information and transactions in real-time or near real-time with suppliers, business partners and customers



945 Stewart Drive, Sunnyvale, CA 94085
Tel: +1 (408) 212-2700 Email: info@vitria.com
vitria.com