



 **IBM SOA ARCHITECT SUMMIT**  
**LE 22 MAI 2008**

Améliorer la flexibilité de l'entreprise avec SOA :  
optimisation de la gestion des sinistres habitation

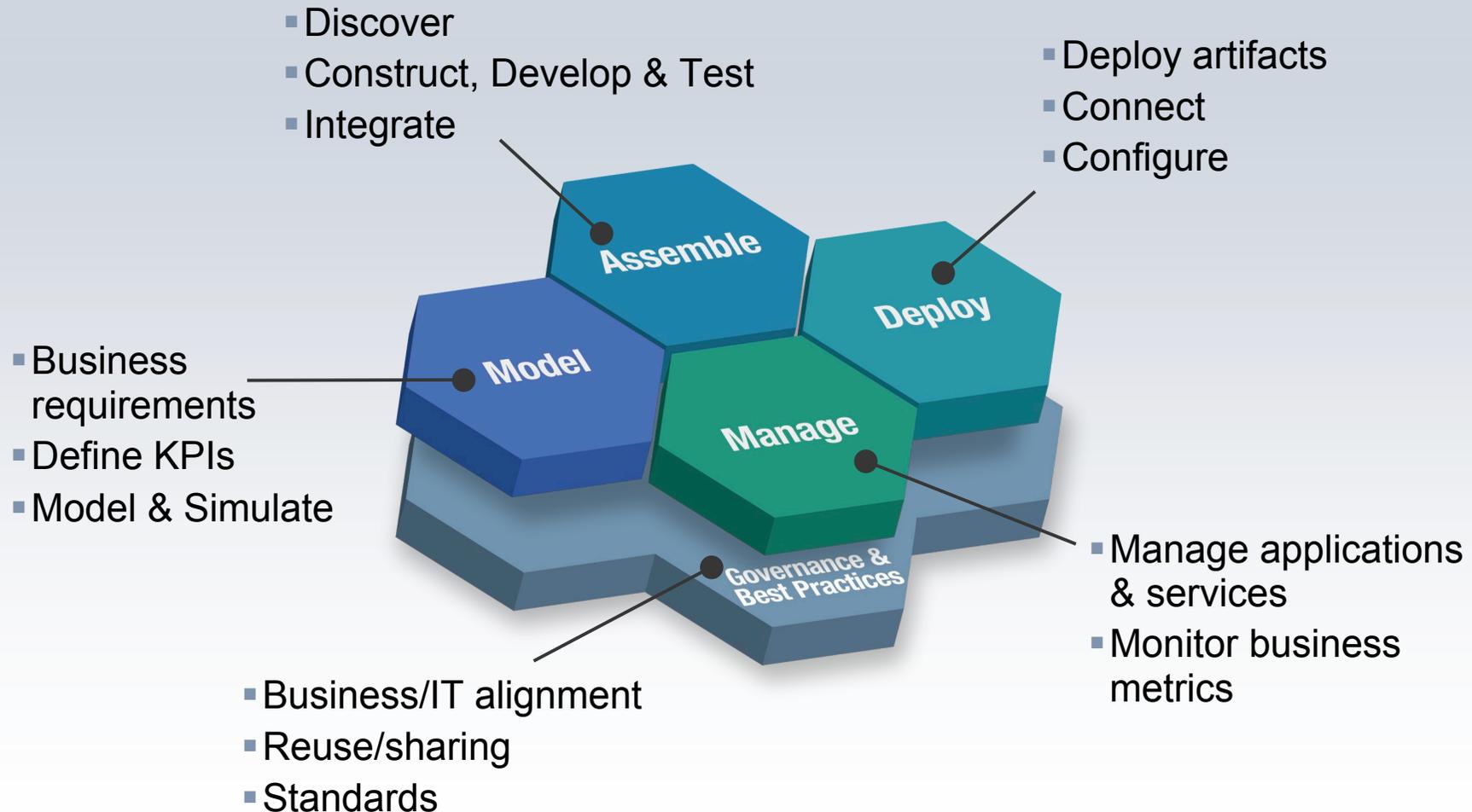
Joël Viale – SOA Architect  
La Gaude SOA Leadership Center



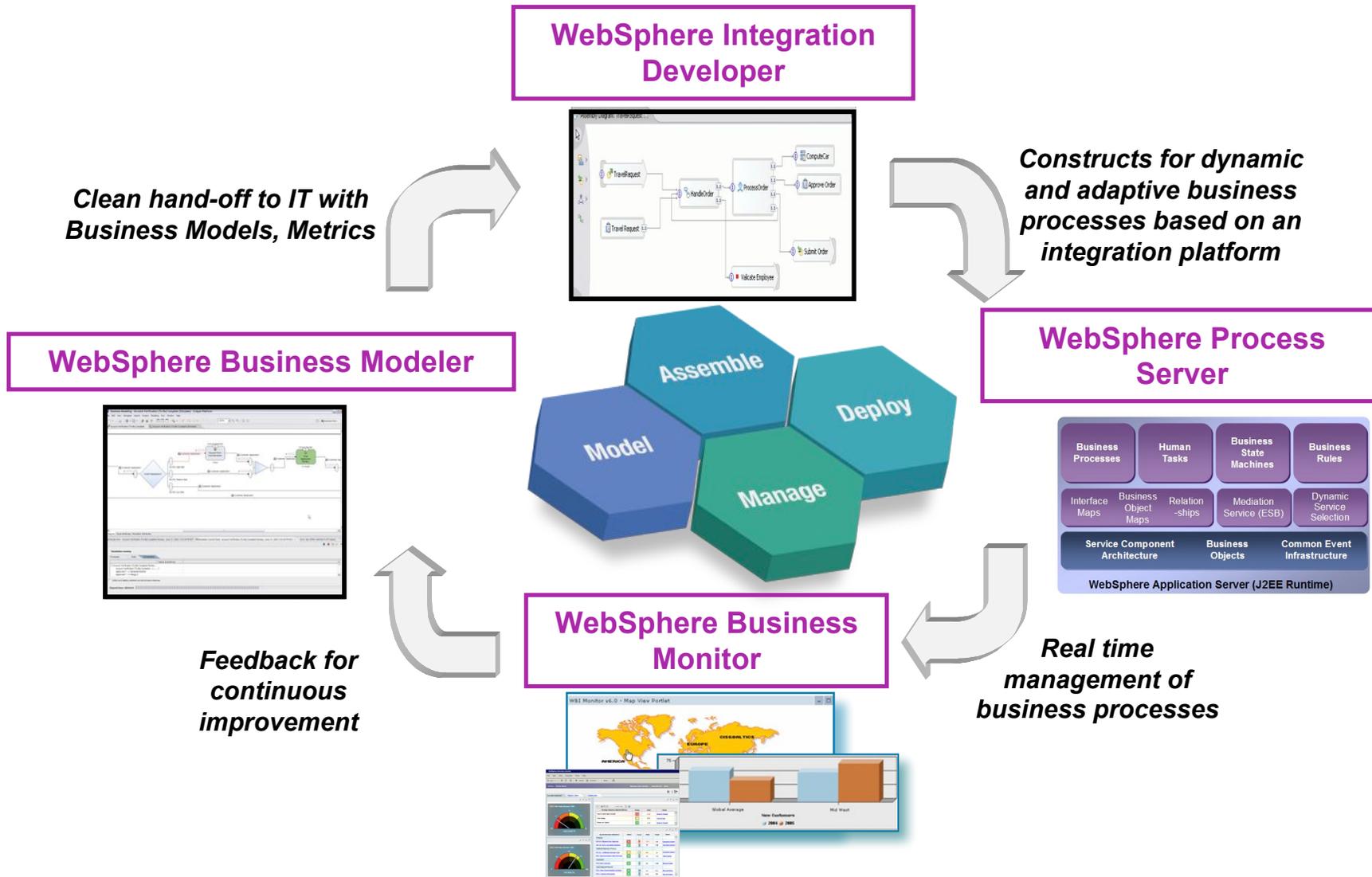
# Agenda

- Introduction to SOA Business Process Management
- End-to-end BPM Demonstration:  
Innovative Claim Process for Insurance

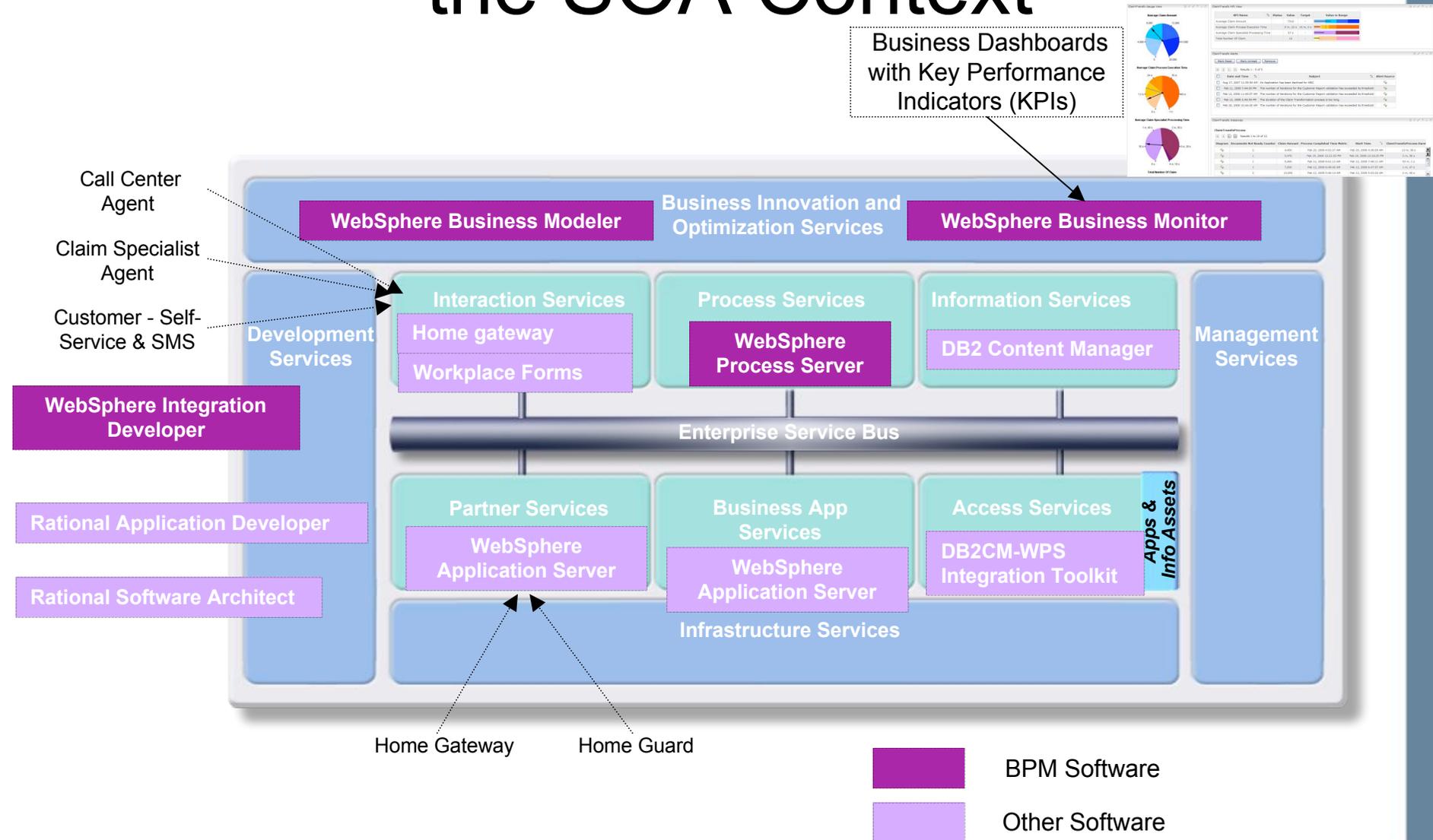
# The SOA Business Process Management Lifecycle



# IBM Software Products for BPM



# BPM for Claim Transformation in the SOA Context

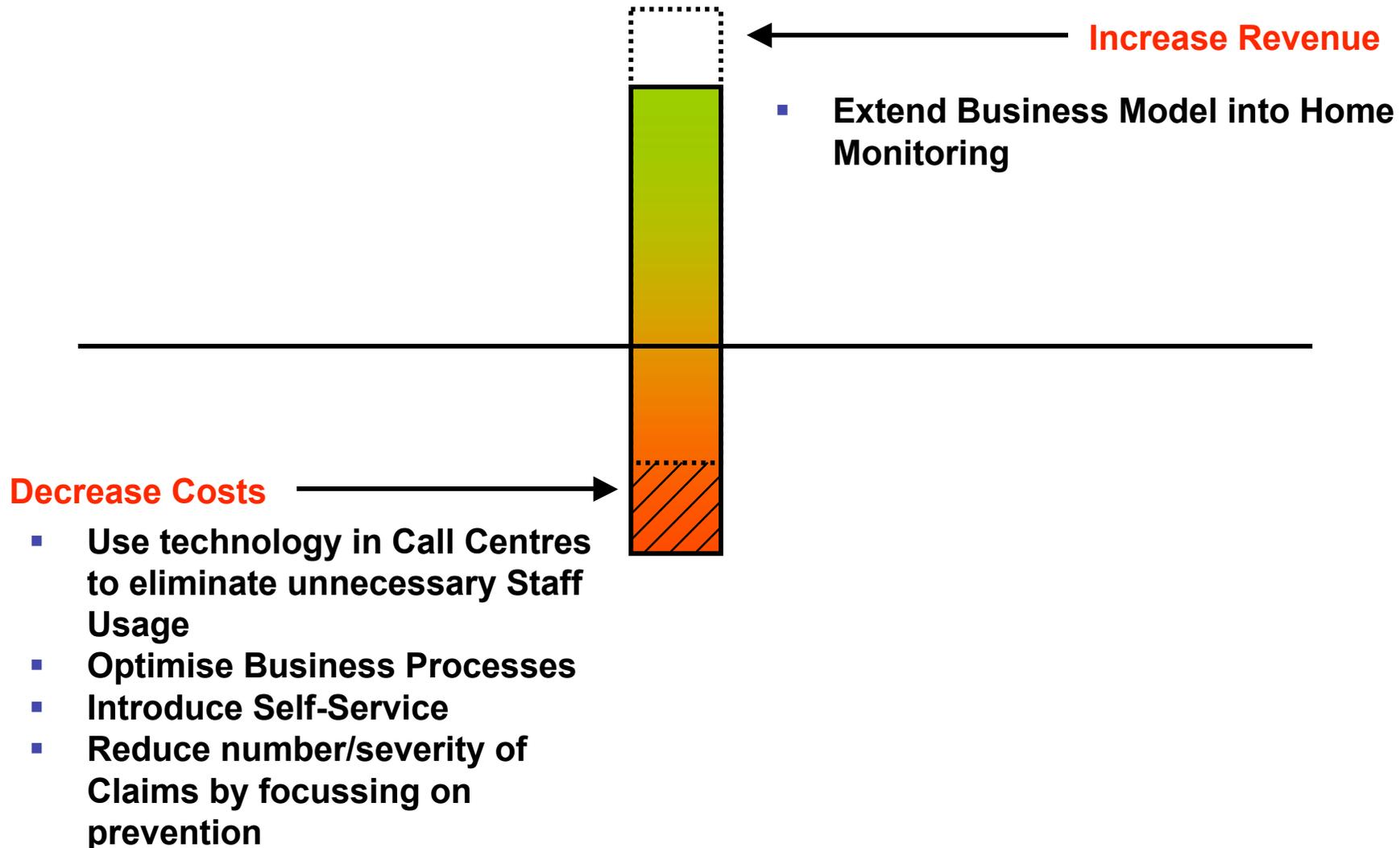




# Agenda

- Introduction to SOA Business Process Management
- **End-to-end BPM Demonstration:  
Innovative Claim Process for Insurance**

# Driving improvements through the Claim Process



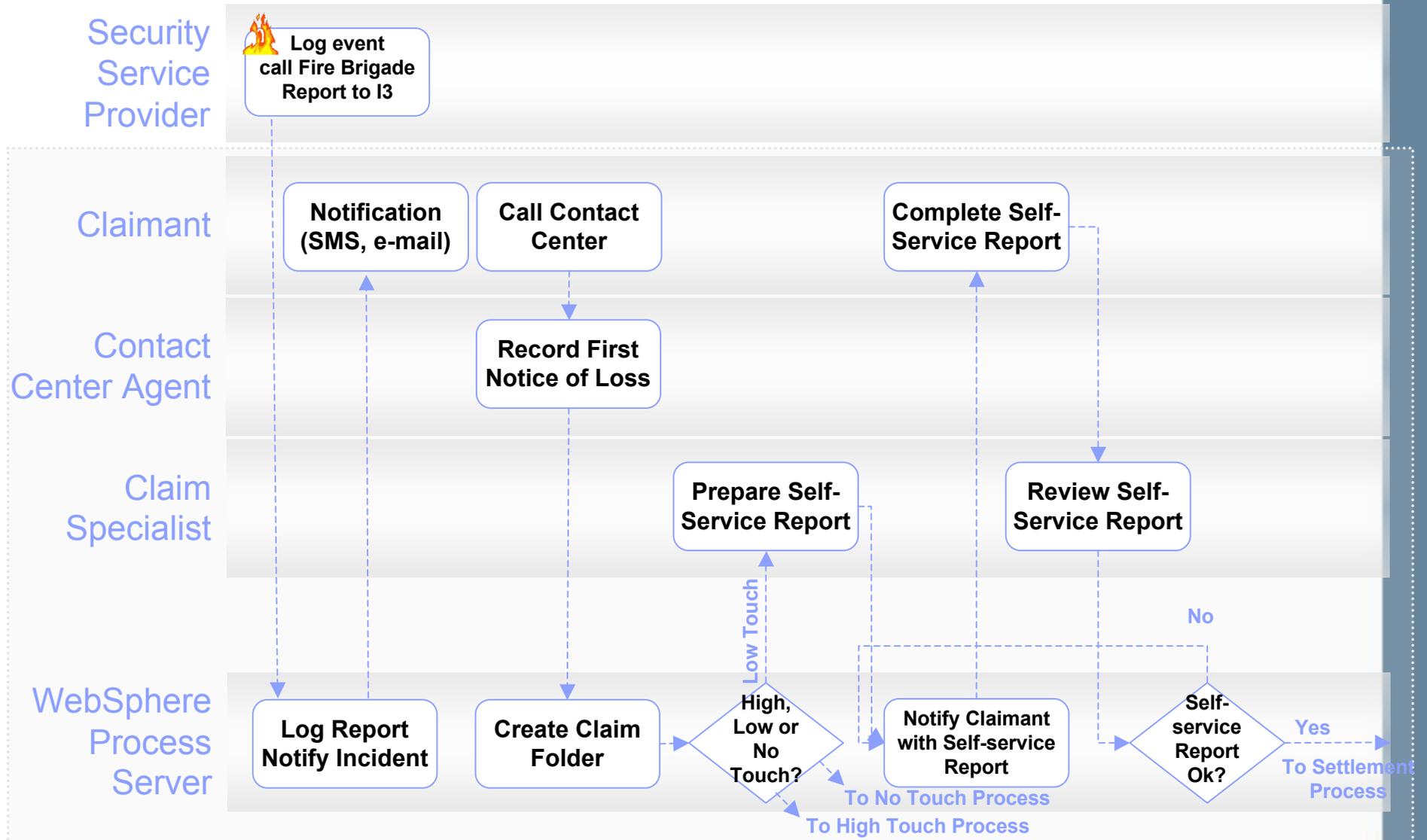
# Combined Home Protection & Insurance product

- “I3” has built a strategic partnership with “Home Guard”



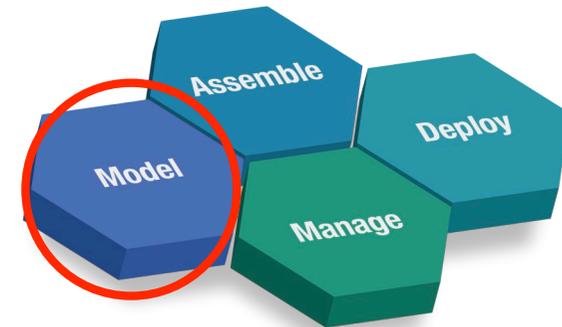
- The partnership offers “*Combined Home Protection & Insurance*”
- The insured home is actively monitored,
  - The risk is reduced
  - Lower combined premiums can be offered
- Future opportunities to further consolidate the end-to-end process
  - “I3” is considering a strategic purchase of “Homeguard”

# Claim Demonstration Business Process



# Model & Simulate – generate significant savings

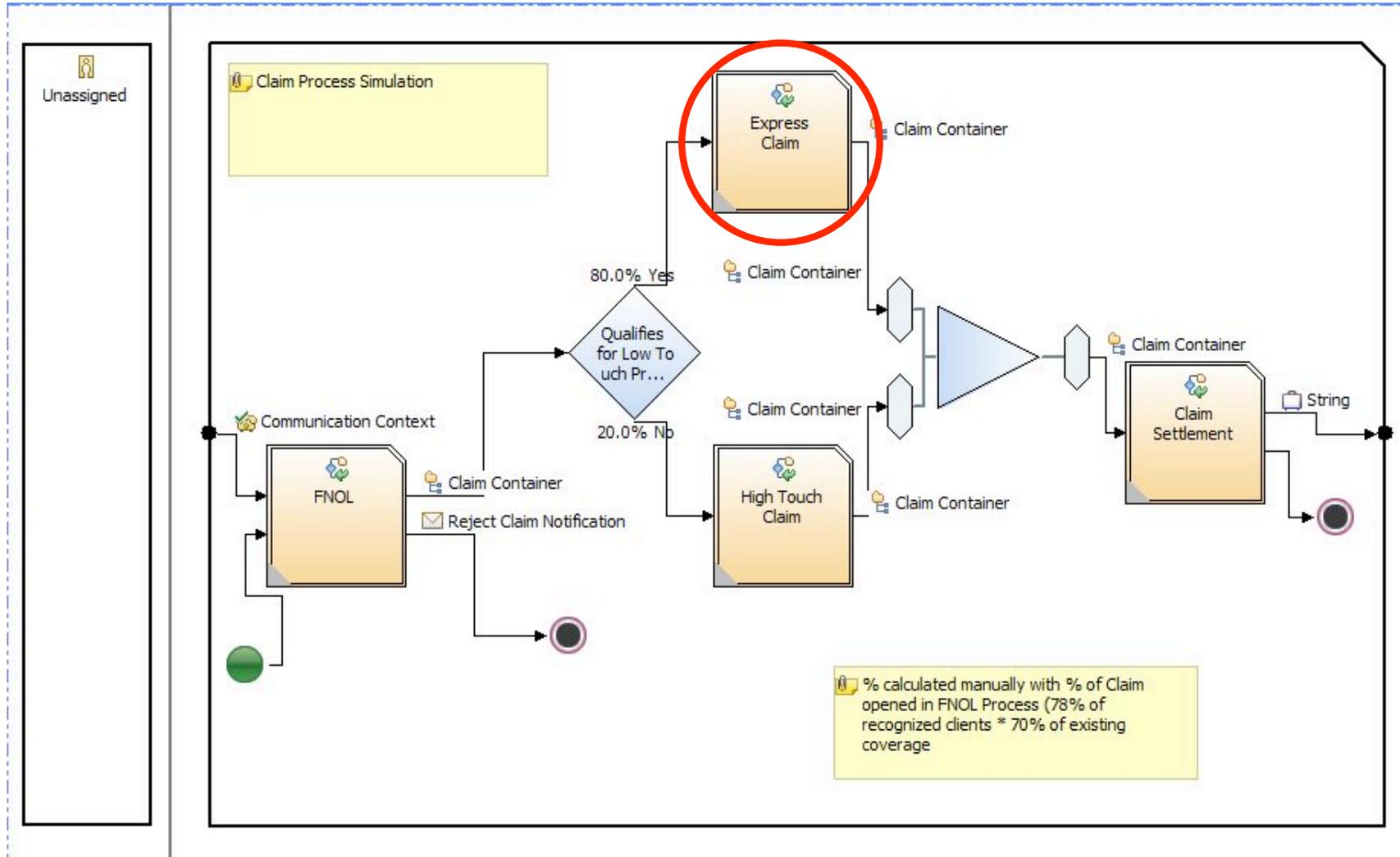
- Document business processes, mainly for communication, publishing and printing
- Improve and transform business processes using business process analysis
- Model the process
  - Based on Insurance Application Architecture (IAA) industry standard
  - Define roles (e.g. Contact Center Agent, Claim Specialist, Claimant), resources and business objects
- Defining business measures and KPIs for Monitoring
- Apply Metrics & Simulate
  - Prove savings of “to be” model versus “as is” before building the IT solution



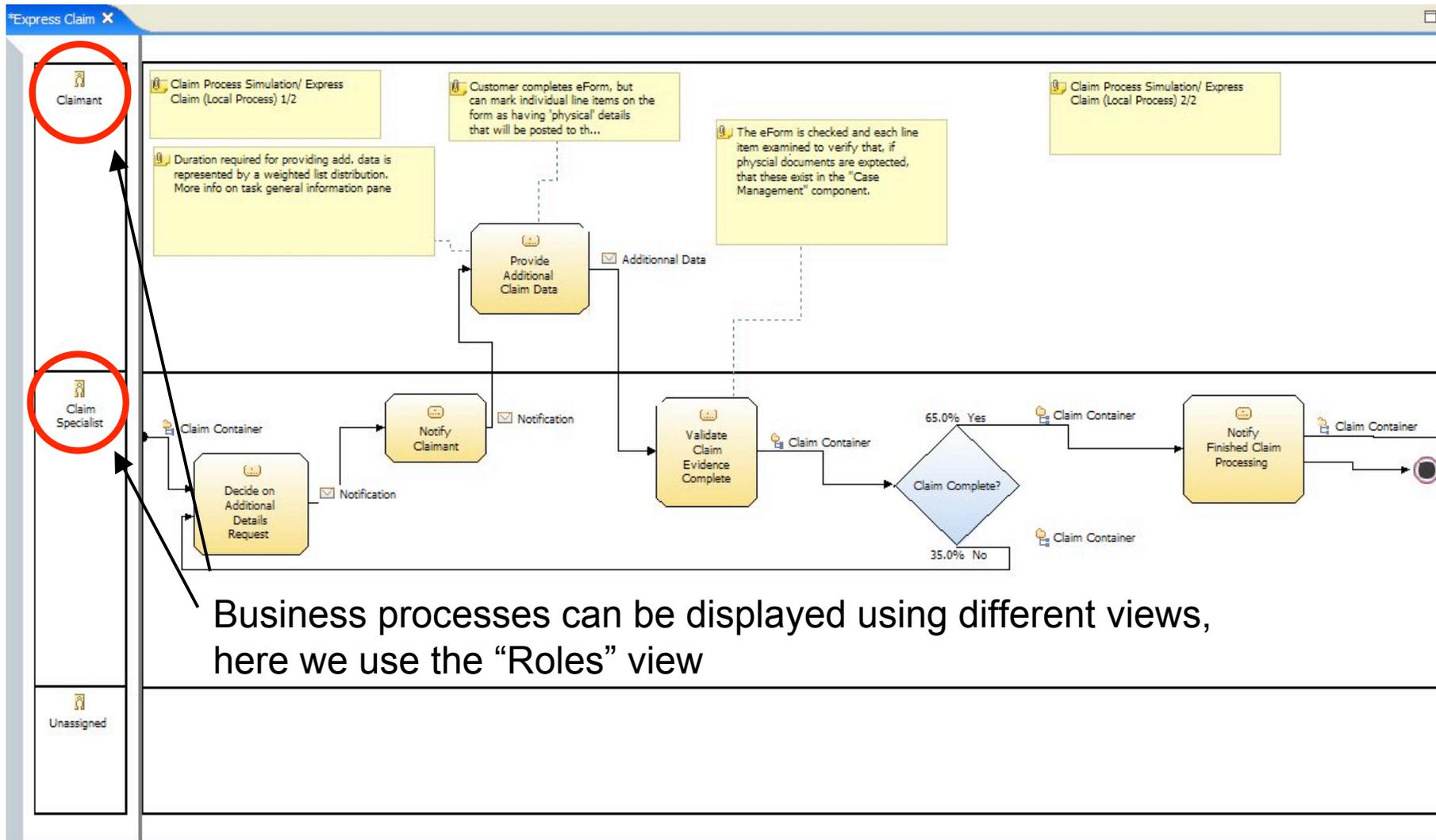
# Claim Process Overview

- The Claim Transformation process consists in 3 major steps:
  - Declaration and record of the First Notice Of Loss (FNOL), by the Contact Center Agent
  - Processing of the Claim itself, by the Claim Specialist and the Claimant. Three types of Claim processes:
    - No-touch
    - Low-touch (Express-claim): claimant fills in a self-service report
    - High-touch
  - Claim Settlement

# Claim Process Model



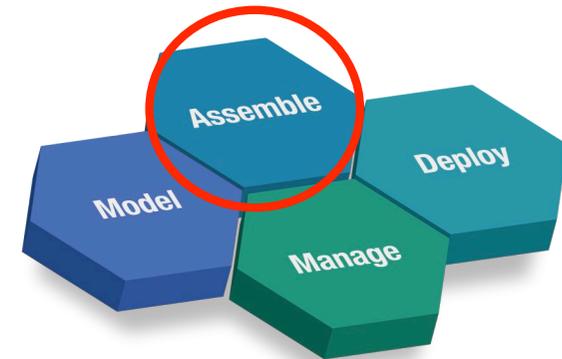
# Express-Claim sub-process



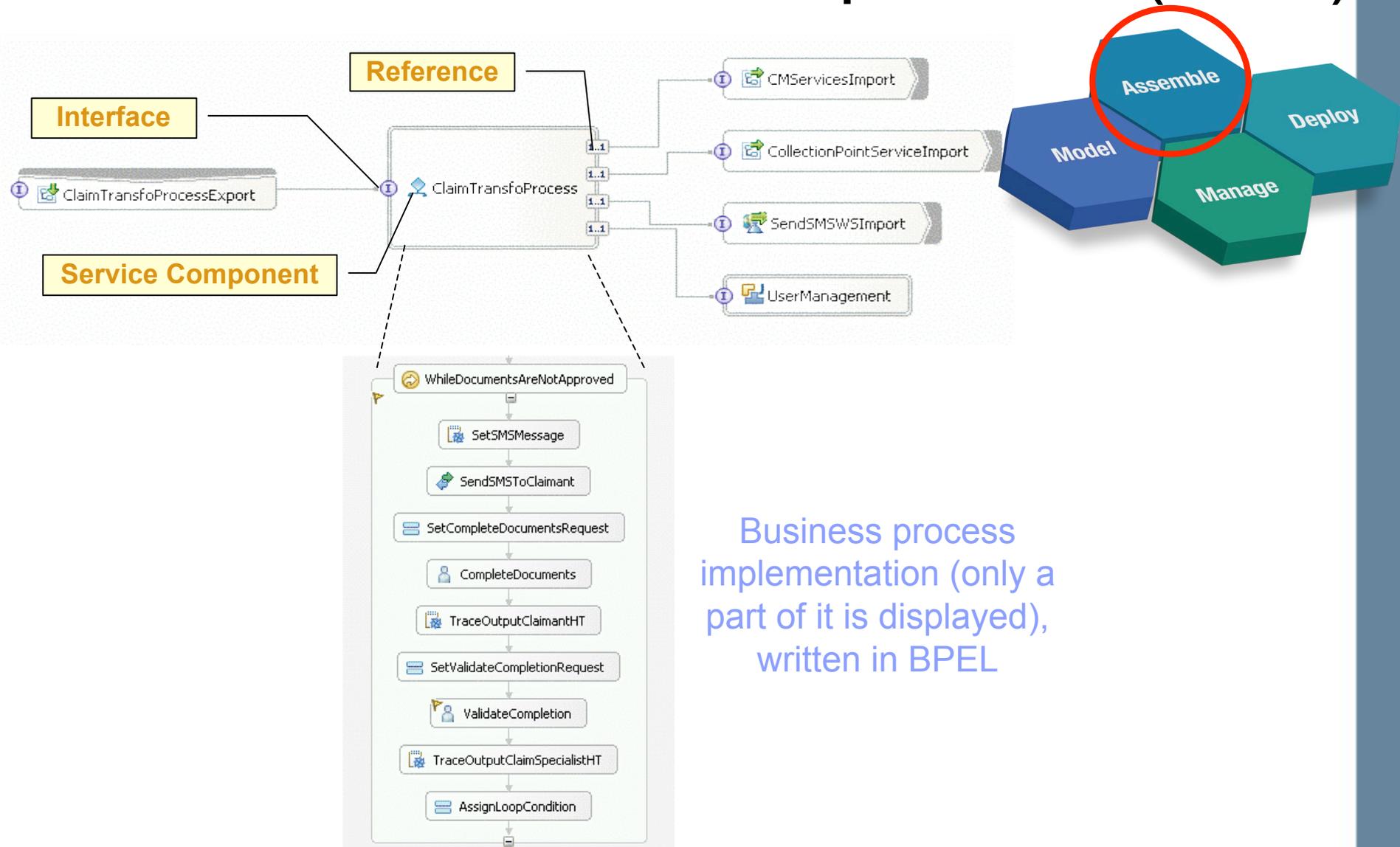
Business processes can be displayed using different views, here we use the "Roles" view

# Assemble – from Business to IT

- Export the Business Process model from WebSphere Business Modeler (BPEL)
- Import it into WebSphere Integration Developer
  - BPEL translates into Process Diagrams
  - Activities translate into Service Component (SCA)
  - Business Objects translate into Service Data Objects (SDO)
- Implement business rules
- Configure and customize Human Tasks
- Implement selectors for further Change Management
- Implement Java activities (if any)

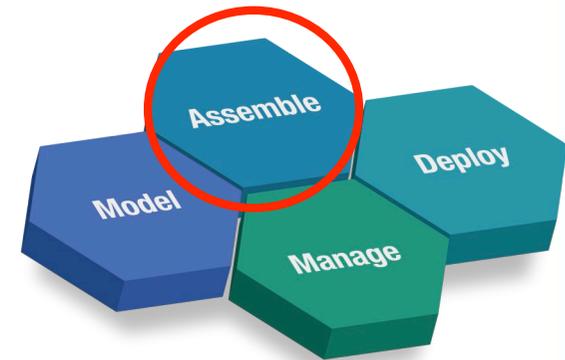


# Assemble Service Components (SCA)



# Assemble

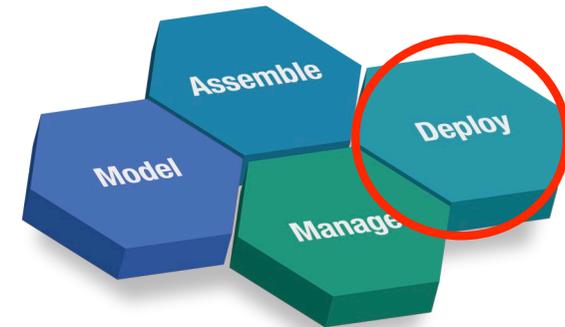
- Integrate with existing applications: the Claim Transformation demonstration leverages the following services:
  - DB2 Content Manager to WebSphere Process Server integration
  - Intelligent Home Gateway (for Home Alerting System)
  - Call Center Desktop
- Map Generic Business Objects to application-specific Business Objects
- Test and debug





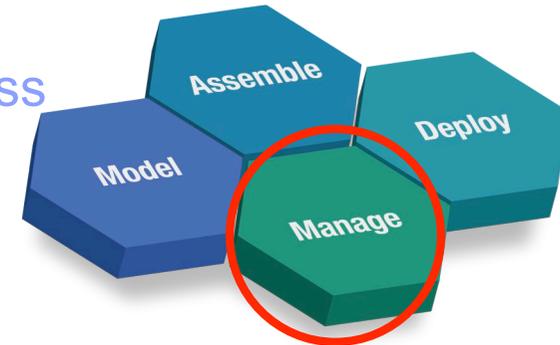
# Deploy

- Deploy the business process artifacts within the network topology, usually in a clustered environment
- Connect the process and services to the Enterprise Service Bus
- Register services in the enterprise registry
- Configure service endpoints and bindings
- Connect to repositories (databases, LDAP directories, etc...)
- Configure security
- Deploy related user interfaces artifacts (web applications, portlets, etc...)



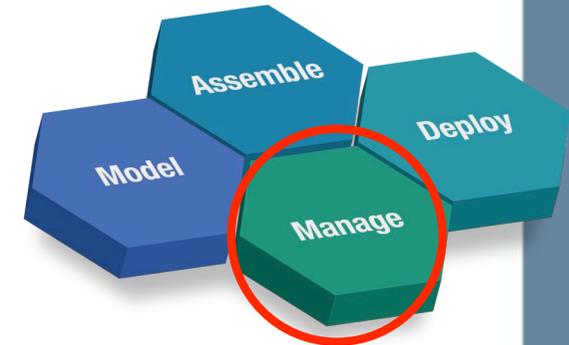
# Monitor – Real-time process visibility

- Monitor the performance of the business process
  - Implement KPIs defined in the Model phase
- React in real-time to potential problems in the deployed process:
  - Set situational triggers, notifications and alerts
- Configure and customize your business dashboards, provided off-the-shelf as Web-based or Portlet-based
  - Dashboard for executive
  - Dashboard for managers, administrators
- Support continuous process improvement
  - Generate reports with the gathered metrics
  - Make process modifications based upon real-time data
- Process traceability: archive all received metrics and events for post-processing tasks & analysis



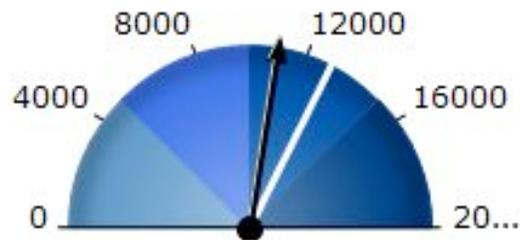
# Business Monitoring – Implemented KPIs

- Key Performance Indicators (KPIs) for the Claim Transformation business process:
  - Total number of claims processed (per day, per month, ...)
    - Business activity
  - Average amount of money reimbursed per claim
    - Cost of claims in money
  - Average claim process duration (between the First Notice Of Loss (FNOL) report and the final settlement process)
    - Customer satisfaction
  - Average processing time spent by the Claim Specialist per Claim process
    - Cost of claims in people
    - Business performance of Claim Specialists
- Alerts:
  - When the number of iterations with the claimant to complete the self-service report exceeds 2 iterations
    - Customer satisfaction
    - Business Process Performance & Optimization
  - When the claim process duration is too long



# Claim Business Analyst Dashboard

Average Claim Amount



Average Claim Amount (in €)

Average Claim Specialist Processing Time



Average Claim Specialist Processing Time  
per claim process

Here we see that this time is much too long !

# Process Instances and alerts

## Situation Alerts

**Alertes**

<input type="checkbox"/> <b>Objet</b>	<b>Date et heure</b>
<input type="checkbox"/> ● The number of iterations for the Customer Report validation has exceeded its threshold	30 avril 2008 09:46:54
<input type="checkbox"/> The number of iterations for the Customer Report validation has exceeded its threshold	30 avril 2008 08:43:45
<input type="checkbox"/> ● The duration of the Claim Transformation process is too long.	22 avril 2008 15:19:02
<input type="checkbox"/> The number of iterations for the Customer Report validation has exceeded its threshold	22 avril 2008 15:16:55
<input type="checkbox"/> The duration of the Claim Transformation process is too long.	22 avril 2008 15:09:47

## Process Instances with associated metrics

**Instances**

**Modèle :** ClaimMonitor **Version :** Toutes les versions **Contexte de contrôle :** ClaimTransfoProcess

<b>Start Time</b>	<b>COMPLETED</b>	<b>Claim Amount</b>	<b>ClaimSpecialist Process Time</b>	<b>ClaimTransfoProcess Duration</b>	<b>Process Completed Time Metric</b>	<b>ValidateAndAdjust</b>	<b>WhileDocumentsAreNotApproved</b>
7 mai 2008 13:50:38	★	13 000	1 m, 7.155 s	3 m, 0.36 s	7 mai 2008 13:53:38	↔	↔
5 mai 2008 14:44:55		13 000	4 j, 23 h, 24 m, 47.627 s	6 j, 18 h, 51 m, 0 s		↔	↔
30 avril 2008 09:45:24	★	13 000	1 m, 42.468 s	4 m, 39.062 s	30 avril 2008 09:50:03	↔	↔
30 avril 2008 08:43:09	★	13 100	51.046 s	3 m, 45.687 s	30 avril 2008 08:46:55	↔	↔
29 avril 2008 16:46:16	★	13 000	33.641 s	2 m, 30.797 s	29 avril 2008 16:48:46	↔	↔
28 avril 2008 18:09:52	★	12 900	30.795 s	2 m, 9.949 s	28 avril 2008 18:12:02	↔	↔



# Summary

- Full Business Process Management (BPM) cycle, from Modeling to Monitoring
- Reuse Industry Models provided by IBM (IAA, IFW, HL7, eTOM)
- Advanced modeling and simulation capabilities
- Real-time process visibility and management
- Reusable and customizable business dashboards (KPIs)
- Collect and analyze business performance data to optimize business processes



धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

شكراً

Arabic

Thank You

Obrigado

Brazilian Portuguese

Grazie

Italian

Danke

German

Merci

French

நன்றி

Tamil

多谢

Simplified Chinese

감사합니다

Korean

ありがとうございました

Japanese