

# IBEXI

*Reflecting on the future*



## INSURANCE PORTAL FRAMEWORK

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**IBEXI SOLUTIONS PVT. LTD.**

*Website: - [www.ibexi.com](http://www.ibexi.com)*

*Email: - [info@ibexi.com](mailto:info@ibexi.com)*

*Tel: +91 22 42045763*

## Background

With the increasingly competitive and crowded insurance sector, insurance companies are driven to increase their mind share among customers and improve the value proposition they bring to their customers. Insurance companies are reaching out directly to their customers and partners using the new channels afforded by the spread of the internet, integrated technologies and the increased band-width available.

A well designed and implemented portal provides a single point of access to diverse sets of information and applications. These characteristics impose requirements on the network architecture, content management, database connectivity, application communications, and security infrastructure. Due to this, portal initiatives are complex and it becomes important to thoroughly plan the portal initiative.

### BENEFITS OF WEB PORTAL

- Increased sales through an additional sales channel
- Increased reach through an additional customer touch points
- Improved customer service and productivity through the convenience and accessibility
- Reduced cost due to the introduction of self-service capability

## Insurance Portal Architecture

Ibexi understands that each client's requirement for a portal is unique. Ibexi Solutions has developed a framework for a quick turnaround of a portal solution for the Insurance industry. This framework consists of:

1. Architecture of Solution
2. Implementation Methodology
3. Functional requirements for common insurance services
4. Data model for insurance portals
5. Pre Built components: Quotation, Illustration, MIS/Dashboard, Lead Tracking

## Development Approach

Ibexi takes a unified view for the design and implementation of the Portal solution. Ibexi consultants interact with the customer stakeholders to ensure that the objectives and business case for the portal is clearly established and understood and that the project has the top management backing required.

**Development Process:** Ibexi organises the entire project into manageable phases making sure the important functionality is taken up first and quick wins are established.

Ibexi prefers to use the agile model of development to define the user experience. This approach consists of breaking up the functionality and development into small iterations of a few weeks duration and it enables Ibexi consultants to quickly define the requirement, develop/customize the functionality, integrate it into the application, validate the functionality with user feedback and quickly make any adjustments required.

## Portal Development Challenges

**Content Management:** Portal content is often managed by dispersed business units, each with disparate development and workflow requirements. Ibexi uses content management systems to address this area, providing business units with greater control over content and allowing non-technical users to manage content using familiar desktop tools.

**Security:** Since portals can be accessed via internet, designing the appropriate security paradigm for application and data access is an important factor. Also, portals integrate multiple applications, so single sign-on (SSO) is often critical for a successful user experience, as it provides security across applications using a single authentication request. Ibexi studies the existing security architectures implemented at the client and leverages the existing infrastructure as far as possible.

# Insurance Portal Framework

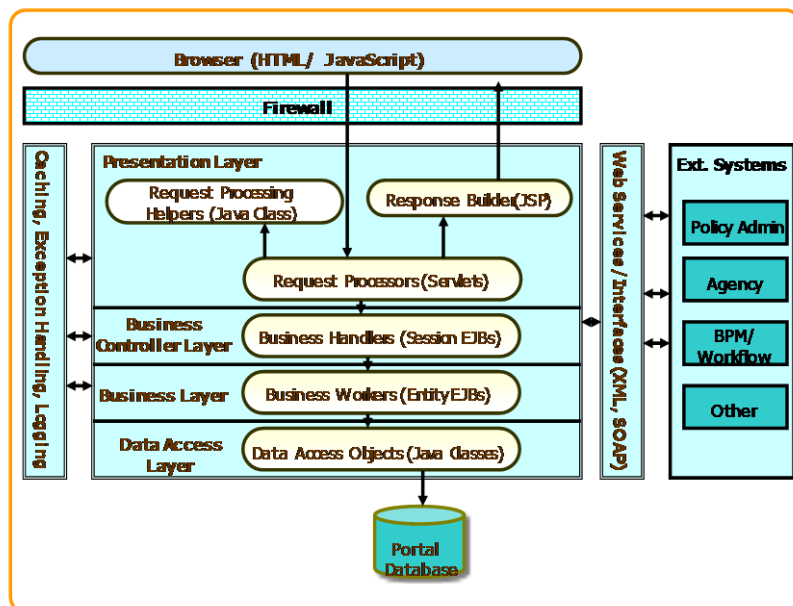
## SAMPLE FUNCTIONALITIES IN AGENT PORTAL

- User registration requests
- Information
  - Product Information, Brochures
  - New product launches
  - Campaign Information
  - Documents for download:
    - Application Forms
  - Agent Circulars
  - Locators: Branches, Clinics
- Training
  - Calendar
  - Training Registration & Results
- Sales
  - Insurance Need Analysis
  - New Business Quotations
  - Re-instatement Quotations
  - Prospect Tracking & Conversion
  - Online Application Form filling & Printing
  - On-line sales for products with simple underwriting
- Policy Servicing Transactions
  - Change of Address,
  - Contact Details,
  - Change of Billing/Payment Mode,
  - Fund switching
  - Endorsements
  - Claim intimation
  - Claim document
- Inquiry
  - Proposal Status
  - Renewal Status
  - Claim Status
  - Commission & Incentive Inquiry
- Sales Support
  - Performance Management (MIS, Dashboards, Reports)
  - Reminders for Renewals, appointments, birthdays
  - Alerts

**Host & BPM Integration:** The portal needs to manage the background processes of business process management and integration with host systems arising out of the front end transaction. Often, the front end portal transaction is not completed online and need either manual intervention or integration to complex workflows and business processes. Ibexi has hands-on experience with a number of core insurance packages and we use this knowledge to make the background work of various applications integrated by the portal, invisible to the user.

## Technical Architecture

The technical architecture of a sample portal implementation is depicted below.



## Tools

Ibexi has worked with custom portal development projects as well as portal application tools like Websphere Portal Server and Oracle Weblogic Portal framework.

## Why Ibexi

We provide portal development services for the Life, Health and General insurance verticals. These cover Partner, Customer & Employee functionality areas.

We leverage our insurance domain process and business practices knowledge and our familiarity with the most of the Insurance systems like Ingenium, Premia, Premium, LifeAsia, Elixir, eSeg, OPUS, IDIT, Policy400, Configurator etc along with our technical expertise and a strong process oriented development methodology to deliver a compelling solution customized for your requirements.

# Insurance Portal Framework

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For a portal solution, one of the main issues is capability to leverage the already existing business rules of the existing administration system and integration with the backend systems. Back-office support for transactions and integration into BPM and core systems is another.

Ibexi makes an ideal choice for implementing your portal due to its

- Deep knowledge of core Policy admin systems
- Insurance business processes knowledge
- Technical architecture expertise
- Integration strengths
- Process oriented development methodology
- Strong Project Management methodology & expertise

## About IBEXI

IBEXI Solutions specializes in providing business and technology solutions across the insurance value chain, for the entire community- insurers, re-insurers, banks, agents, brokers, distributors and service providers – in all areas of insurance. IBEXI brings to the insurance industry a unique combination of business knowledge, technology and process skills, and insurance-specific products.

### Other IBEXI offerings for insurance industry:

