



Industry
Insurance

Swiss Life Deploys MitemView

5 Integration Points Connected to Develop World-Class Customer Service Center

Introduction

Founded in 1857, Swiss Life is Switzerland's oldest privately held life insurance company. With headquarters in Zurich, Swiss Life has over 11,000 employees worldwide. The Company holds the number 1 market position in Switzerland and is one of Europe's leading life insurers. Swiss Life has subsidiaries and branches in over 50 countries.

Business Problem & Objectives

In an effort to maintain their market leadership position, Swiss Life made a commitment to set the industry standard for delivering superior customer service by developing a world-class customer service center. Previously, customer information and policy data was managed through various disparate IT systems and databases that were not integrated. This meant that customer relationship management was often impaired by complex processes and work flow.

Customer Service agents had to negotiate multiple screens of information sitting on two mainframe sub-systems, as well as an HP-UNIX system and a Windows NT Console-based system. Service Center representatives often found themselves opening a number of different terminal sessions and navigating convoluted host screen paths in order to handle incoming customer calls. This was not a

satisfactory situation, and it was decided to bring this data together through a single composite application.

The Integration Challenge

To develop the new customer service call center Swiss Life had to integrate 5 different applications (Integration Points) from their existing complex legacy

infrastructure. As each new application was integrated, Swiss Life saw the opportunity to automate more routine business processes. This increased automation resulted in more efficient deployment of human capital.

"We are positively surprised by the quality and stability of the product. Understanding how the user works with the host is all that is required to do the integration".
Daniel Llado
General Manager
TietoEnator-
Systems Integrators for Swiss Life

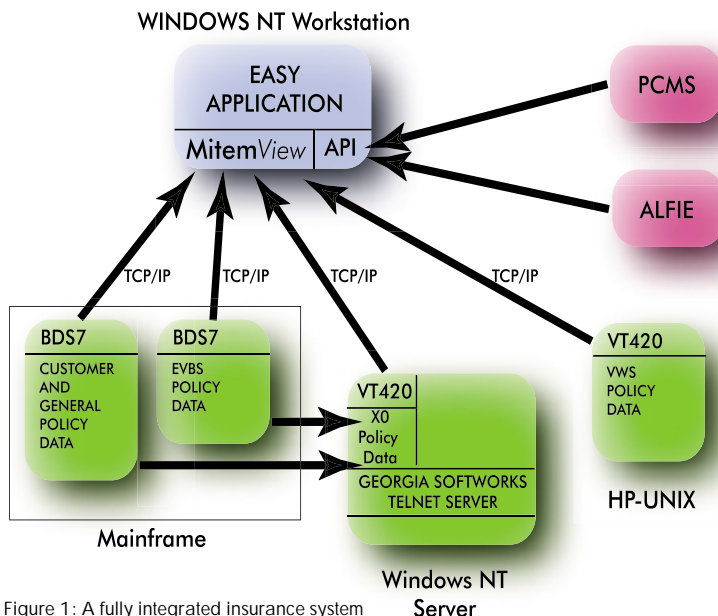


Figure 1: A fully integrated insurance system

Technology Choice

Swiss Life chose a SilverStream application server platform on which to build their mission-critical applications. This solution potentially required more than 12 months of development time. In order to achieve more rapid time-to-market, the Company decided that an interim solution would be required to integrate the customer facing applications.

Swiss Life, working with TietoEnator, a leading European Systems Integrator, chose MitemView because of its non-invasive approach and pre-built adapters that connected to Swiss Life's existing system.

About TietoEnator

TietoEnator is a leading European provider of high value-added IT services. TietoEnator employs over 10,000 staff worldwide and reports annual revenues of over \$1 billion.

The Group specializes in developing and managing its customer's business operations in the emerging Network and Information markets.

TietoEnator services include: consulting, systems development and integration, operation & support and software services.

Approach and Solution

TietoEnator worked with Swiss Life to produce a project specification that would cover the design of the user interface and data displayed in the new application and host system locations. A project team was assembled which included seven TietoEnator developers and one MITEM consultant.

The project consisted of two-parts: a pilot followed by the full roll-out. The pilot involved providing a fully integrated solution with seven key customer advisors. The application was developed using MitemView in a PowerBuilder desktop environment. Part of the solution involved the integration of a Windows NT-based Console application. This was achieved by using a Windows NT telnet server from Georgia Softworks, which provided a standard telnet data stream for MitemView to access the application non-invasively. Full deployment to an additional 120 Service Center Reps was achieved in July, 2001.

Development Process

The application was divided into three "layers"; the user interface, a bridging "business layer" and a "data layer", which included the MitemView integration control logic. Data from two other systems also had to be included, and were brought in at the data layer. All this data was integrated and organized in the "business layer" and then sent to the user interface. The exception was where simple data was returned from searches (for example, customer lookup) where the high performance of MitemView was utilized by allowing it to update the front-end directly.

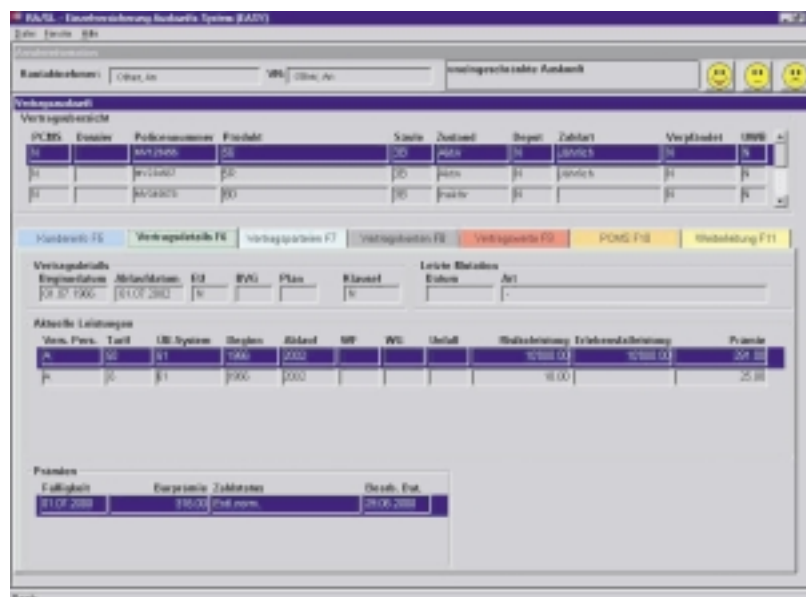
Results

Application testing began at the start of November, 2000 and lasted for 2 weeks before it went live with 7 pilot users. MitemView will continue to be used during Phase 2 of the project to provide host access for a SilverStream-based deployment of the same application. This project started at the beginning of September 2000 and went live in January 2001. Total time for the project, from initial design, to development and implementation of the new service center application was only 4 months.

Key Features / User Benefits

- Leveraged and extended the full value of Swiss Life's existing technology investments
- MitemView quickly integrated 5 different applications (Integration Points) within Swiss Life's complex legacy infrastructure.

Figure 2:
The new "EASY"
front-end application-
The connection of
5 integration points



- MitemView delivered rapid time-to-market solutions for the new application which meant less development time.
- Improved customer satisfaction through more efficient service center processes and work flow
- Increased business process automation that resulted in greater productivity
- MitemView's non-invasive integration approach required no changes or additions to the host systems