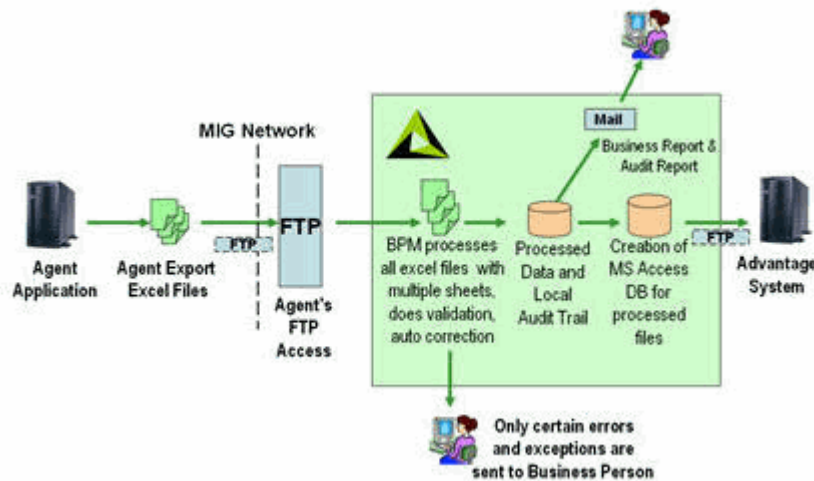




CASE STUDY

Meadowbrook Insurance Group Automates Account Current Workflow

Adeptia's BPM Insurance Solution Enhances Meadowbrook's Customer Satisfaction, Improves Cash Flow, and Reduces Manual Processes



A leading pioneer of alternative risk management programs, Meadowbrook Insurance Group is a full-service risk management company known for achieving its goals. Accomplishments such as being recognized as a leader in alternative risk management result from Meadowbrook's history of unparalleled service, innovative, and visionary thinking. The company excels at overcoming challenges, and recently it conquered yet another thorny business issue—a labor-intensive, monthly account current task.

Meadowbrook Insurance Group does business with many managing general agencies. For non-workers' compensation casualty and property lines, the agencies were billing policies through their systems on an account current basis. Since the premium collection had to be reconciled to the premiums due in Meadowbrook's system, a monthly reconciliation had to be performed. Some carriers would push this back on their agencies, forcing them to pay premiums from a company statement, but Meadowbrook prides itself on customer satisfaction. Thus, it sought a way to automate this repetitive process. The company established an "Account Current" project, and soon its visionary thinking led it to Adeptia's Business Process Management (BPM) solution.

“Using the solution, Meadowbrook was able to enhance customer satisfaction, improve cash flow, and reduce costs of repetitive manual human processes.”

***Becky Adriaenssens,
SVP, Meadowbrook
Insurance Group***



CASE STUDY

The Challenge

Jim Lee, Meadowbrook's IS manager, is most familiar with the challenge his company faced. "Meadowbrook receives account current data from its agents on a monthly basis," said Lee. "The data came to us in various formats (usually non-standardized Excel spreadsheets) via email. That data had to be manually entered into our Advantage system, a MS .NET-based system accessed through the web with an MS SQL database on the backend."

Data entry involved manual data look-ups to insure incoming data was correct and applied to the correct policies. This created a "held-batch" that was later released to Meadowbrook's master policy tracking system once the actual check was received. "The processing time for the creation of the 'held-batch' for our four largest agents was approximately 27 hours per month," said Lee.

Adeptia proposed a solution that would consist of an automated upload of the agency premium and payment data into the Meadowbrook system. However, before that could be accomplished several validations had to take place:

- The policy must exist in the system
- The payment must be assigned to the correct policy period
- The payments must be aggregated as the policy system takes only one transaction per cycle
- The payment must match the carrier system premium due

The process also had to access Meadowbrook's AS/400-based POINT system to validate the incoming data against its policy database. As well, the solution had to let the Meadowbrook user intercede and add missing data as necessary and approve items falling outside generally acceptable parameters.

The Solution

With the requirements in place, Meadowbrook found a solution in Adeptia's BPM tool because it could integrate data and automate business workflow, which was something other vendors were unable to do. "The installation went fairly easily," said Lee, "but there was a significant ramp up time from a technological standpoint because this was a new technology for us. Adeptia is Java and XML based, and we are mostly an AS/400 shop." Adeptia trained a select group of Meadowbrook IS personnel and worked as part of the Account Current project team to provide solution delivery and on-the-job training.

Each month the agents render an account current report (or Excel file) to Meadowbrook. These are formatted, printed, and manually keyed into the Advantage system approximately 45 days before payment is rendered.

This process requires a great deal of manual effort and presents many opportunities for data entry errors.

Reduce manual entry and improve accuracy by providing an automated import of agent account current reports for the



CASE STUDY

The objective? Automate the entry of incoming data and held-batches creation. "Under our Adeptia-based solution, incoming files are now created by our agents using a standardized format on an Excel spreadsheet and are FTP'd to our servers," said Lee. "Adeptia takes the incoming data files and confirms that the information received matches valid policies in our system. The Adeptia server then performs data mapping and editing before creating the "held-batches."

If a data error is discovered on an incoming file, a given batch's processing goes on hold until the data error is resolved. A user task is created and message sent to the accounting department that a batch has one or more data issues needing resolution. The user goes to the specific task, resolves the data error(s), and releases the remainder of the batch for processing. "Using Adeptia's BPM for Insurance tool, Meadowbrook imported files received from agencies' systems," said Becky Adriaenssens, senior vice president at Meadowbrook. "The file format provided was a simple Excel file with multiple sheets. Once the file is imported, business rules are applied, errors noted and routed to the appropriate individuals for handling. All the human workflow steps are monitored and are escalated, if necessary, to finalize resolution," added Becky. After the human intervention is complete, the file is run through the validation process again. Once it passes all the validation points, the file is loaded into the policy management system.

"Within the first week of launch, we were able to process two months' worth of data from our largest agent in just over one hour," said Lee, "and that included the time required to resolve a few data issues."

Rapid Timeline to Automation

Adeptia BPM Server is an enterprise software product designed to manage, automate, and optimize business processes. It combines process management with application and partner integration. The BPM Server easily and quickly automates business processes using industry-specific standards. This project was completed in record time because the Adeptia BPM technology minimizes the need for complex, time-consuming coding. Adeptia BPM takes a "configuration, not code" approach to creating business solutions and its pre-built set of process templates, application adapters, and rules-based mapping capability allows developers and business analysts to collaborate and take a project from requirements to deployment stage very rapidly. Overall, at the project's conclusion, Meadowbrook had cleared yet another business hurdle.

Provide an automated mechanism of processing account current reports rendered by other agents doing business with Meadowbrook, regardless of the agency management system the agencies utilize

"Within the first week of launch, we were able to process two months' worth of data from our largest agent in just over one hour, and that included the time required to resolve a few data issues."

***James Lee
IS Manager,
Meadowbrook Insurance
Group***



CASE STUDY

It's no secret that insurance companies face intense pressure to improve performance, increase profitability, deliver superior customer service, and increase shareholder returns. Business Process Management— a proven technology —helps insurers meet these and other business objectives while delivering a competitive advantage. That's certainly the case with Adeptia's BPM solution, which integrated data and automated Meadowbrook's account workflow. Meadowbrook's customer satisfaction continues to receive high marks, the company's cash flow is much better, and certain annoying manual processes belong to the past. And the future? It looks a whole lot simpler, a whole lot more efficient.

Inside The Technology

Adeptia BPM Server (BPMS), a comprehensive solution, combines process management with application and partner integration. BPMS contains an insurance library and supports ACORD AL3 standards.

It lets business users and IT staff collaborate and automate and optimize complex business processes. BPMS offers a powerful business tool for managers to document, control, and monitor critical processes and then improve them. BPMS offers a graphical process design and modeling interface. This simple to use, drag and drop interface quickly designs process and data flows and documents business rules. The Process Engine is a runtime component that executes the process flows that are defined in the Process Designer. The Process Engine supports comprehensive BPM functionality while offering highly scalable and robust performance. It supports clustering of multiple nodes of BPM Servers for load balancing and redundancy. It also includes "transaction-recovery" capability to automatically restart and recover processes that were interrupted by any software, hardware, or network failure.

About Adeptia

Adeptia provides enterprise software that easily and quickly automates business processes across supply chains using industry-specific standards. Adeptia's Business Process Management (BPM) software lets customers integrate disparate information sources, software applications, and business users within an enterprise and across customers, vendors, and business partners. Adeptia's technology lets customers drive efficiencies by designing, automating, and improving workflows.

For more information on Adeptia and its BPM for Insurance Solutions, contact sales@adeptia.com or call 312-229-1727

www.adeptia.com

**MANAGE,
AUTOMATE,
OPTIMIZE,
Business Processes**