



Empowering Profitability and Growth  
with TIBCO BPM

# TIBCO Business Process Management

## Empowering Profitability and Growth with TIBCO BPM

The insurance industry is facing steep headwinds. Customer demands continue to increase – with policy holders expecting faster underwriting, new self-service portals, and greater visibility into the claims management process. And while the global economy continues to rebound, customer churn rates threaten to depress future profits.

.....

To meet these challenges while maintaining a healthy combined ratio, insurers are turning to TIBCO's business process management (BPM) software. By re-engineering how processes are modeled and flow throughout the organization, companies can significantly reduce costs, enhance operational efficiency, and acquire and retain profitable customers.

## Optimizing People in Processes

While certain elements within an insurance business are constantly changing, one remains constant: the people doing the work. Optimizing how their time is spent will – in parallel – increase the efficiency of your business. It will also enable your BPM program as a whole to better align execution with strategy and positively impact the bottom line.

Right now, insurance companies use TIBCO BPM to:

- **Improve productivity and response times** by automating and optimizing work management for claims, underwriting, and policy administration
- **Experience better customer satisfaction and retention** with standard processes supporting multi-channel access and self-service capabilities for customers, agents, and brokers
- **Design processes that bridge information silos** to improve cross- and up-sell rates by leveraging a single view of the customer in real time
- **Proactively combat theft and fraud**

Together with TIBCO, your business can effectively automate processes to improve all aspects of the business, increase revenue, and reduce costs.

## ENHANCE OPERATIONAL EFFICIENCY AND CUT COSTS

*Sans a claim, customers have little interaction with an insurance company. As claims are emotionally charged transactions, they need to be fast, easy, and hassle free. With TIBCO BPM, eliminate paper-based processes, accelerate time-to market of new services, and reduce costs by enabling front-end services to coordinate better with more automated back-office systems.*

Allianz, the insurance giant of Ireland, integrated TIBCO BPM and electronic document management systems. Gaining the ability to optimize work allocation by automatically reassigning work based on priority, availability, and experience, Allianz reduced claims processing from weeks to days and achieved an 80 percent increase in efficiency.

External third parties can now view new and existing claims and request work online without having to speak with Allianz agents. Information reloads, which used to take 30 minutes, now take just 30 seconds. Overall, Allianz was able to demonstrate a return on investment in six months.

---

## DELIVER A STRONGER CUSTOMER EXPERIENCE

*Achieve a single view of your customers and enable information to be consistent and available across all channels. With this elevated information visibility and process transparency, your business can deliver a stronger, more personalized experience.*

As a global provider of employee benefits to more than 25 million individuals, Unum deployed TIBCO BPM software to provide customers with a portal for self-service capabilities. Automating what previously had been dozens of manual and cumbersome processes, Unum has increased customer satisfaction and made it easier for the company to cross- and up-sell new products and services. The time taken between providing a quote to issuing a policy is now a week or less. Extending the usefulness of the BPM software, Unum business partners have now modeled additional business processes and sub-processes which the company has been able to reuse to accelerate projects.

## TIBCO BPM

Together with TIBCO, your business can effectively automate processes to improve all aspects of the business, increase revenue, and reduce costs.

*"With TIBCO, we have experienced an 80 percent increase in efficiency. The time frame has quite literally contracted from weeks to days. This is, needless to say, better for our customers and for ourselves. We are very pleased. After six months, well before the traditional 18-month review, we knew that we had already secured a return on our investment."*

**– Karen Forte, head of IT, Allianz Ireland**

*"The TIBCO-based solution enables us to give customers a simplified, streamlined insurance-buying experience. In fact, we've had customers tell us this is the easiest insurance transaction they've ever had."*

**– Jason Butcher, systems consultant, Unum**

*"This has dramatically reduced processing cycle times and helped us to manage a growing volume of customer cases."*

**– Helen Fagerheim, director, Nordea Life**

## INCREASE BUSINESS AGILITY

*Break down silos within your business to improve the quality of process execution and standardize on best-in-class practices across channels and product lines.*

Nordea Life – a key part of the Nordea Group which has over 11 million customers – implemented a web-based workflow portal based on TIBCO's BPM suite that handles customer contracts and claims. With TIBCO's software, Nordea Life was able to increase productivity and reduce costs per transaction by 40 percent. Staff can also now be redeployed into customer-facing roles, rather than spending their time managing tedious and labor-intensive back-office activities. Sales effectiveness has increased by 250 percent.

## MODEL YOUR BUSINESS PROCESSES WITH OUR FREE SOFTWARE

TIBCO provides a free, standards-based, business process modeling environment that enables business and IT users to model and simulate business processes and their supporting data and organization models.

Get TIBCO Business Studio™ Community Edition FREE at:  
[www.tibco.com/business-studio](http://www.tibco.com/business-studio)

### TIBCO insurance customers using BPM software have:

- Increased efficiency by up to 80 percent
- Reduced claims processing from weeks to days
- Reduced transaction times from 150 to 35 minutes
- Quote-to-policy issuance in under a week
- Customer query response in real time
- Increased productivity up to 40 percent
- The ability to redeploy back office staff to customer-facing roles
- Increased sales effectiveness by up to 250 percent
- Eliminated paper-based files
- Reduced information reloads from 30 minutes to 30 seconds

#### About TIBCO

TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's efficient claims or trade processing, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ - the ability to capture the right information, at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real-time. Learn more at [www.tibco.com](http://www.tibco.com).

**Global Headquarters**  
3303 Hillview Avenue  
Palo Alto, CA 94304

**Tel:** +1 650-846-1000  
+1 800-420-8450  
**Fax:** +1 650-846-1005

[www.tibco.com](http://www.tibco.com)

 **TIBCO**<sup>®</sup>  
The Power of Now<sup>®</sup>