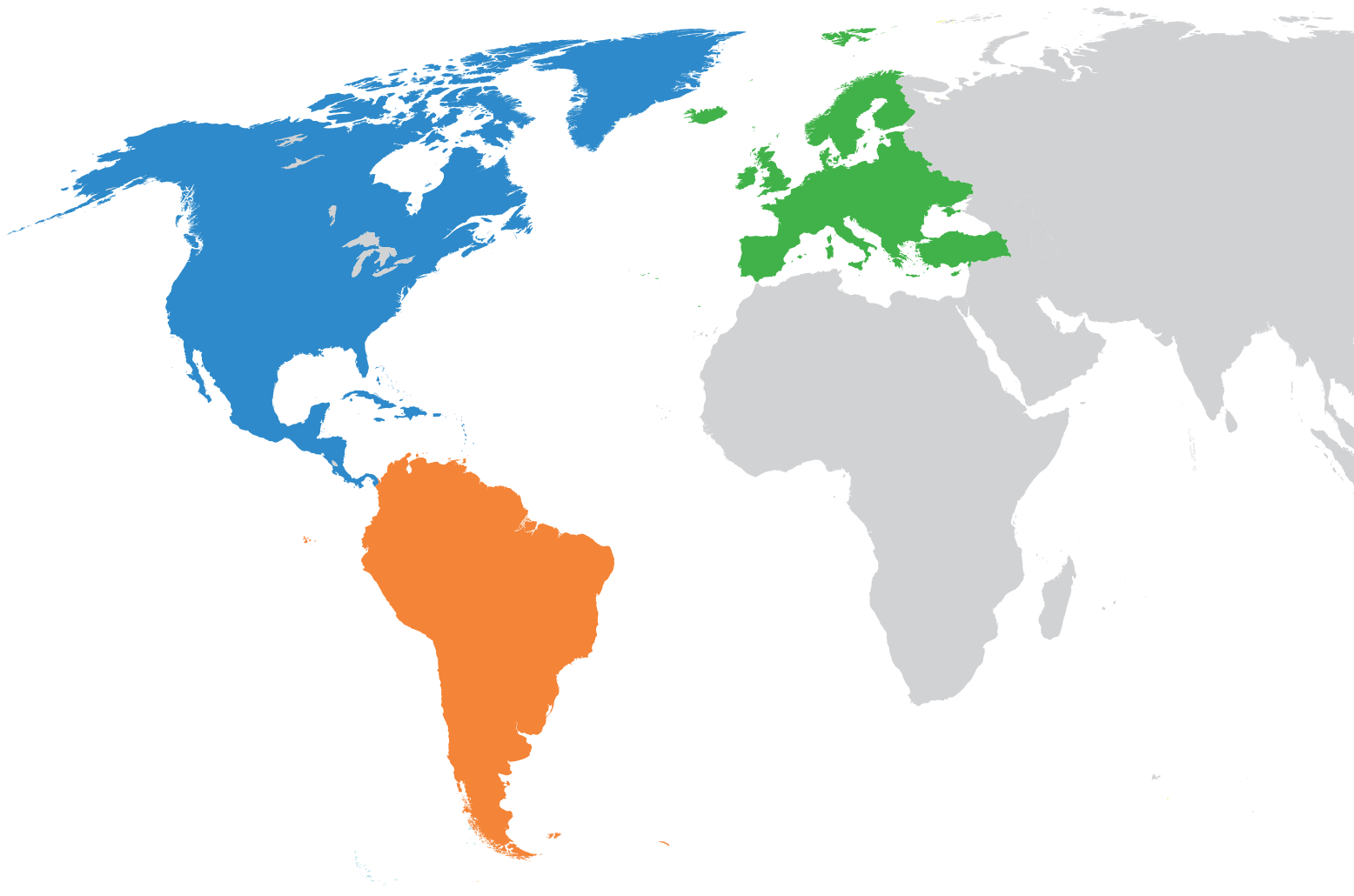


Case Study

eBaoTech GeneralSystem Suite

Multinational Insurer Achieves Growth and Streamlines Operations across Three Continents

This customer success story shows how a client both **set the stage for growth** in emerging markets and **streamlined their operations** in multiple countries by implementing eBaoTech GeneralSystem Suite.



eBaoTech[®]
make insurance easy

Background

The client is a US-based insurer that has expanded to become an international underwriter of specialty insurance and reinsurance products in the property and casualty (P&C) markets.

Recently the client wished to simplify its systems landscape as it expanded into new markets. A single policy administration platform was needed to enable the execution of the customer's ambitious growth plans in emerging and developed markets. The client looked for an insurance software vendor who could not only provide this platform but also help the client modernize their IT systems, business processes and operations.

The Challenge

The client had stringent requirements for the new policy administration system (PAS). They required a PAS that would enable them to:

- Launch new products quickly
- Configure and modify new and existing products easily and quickly
- Simplify work for employees and channel users with a user-friendly interface
- Streamline work processes with best practices workflows
- Adapt to new business requirements through the use of modern software technology

In addition, our client needed an experienced vendor who could engage with them and support their plans for growth across many countries. Some of these countries differ significantly in terms of level of sophistication, pace of growth and insurance product mix as well as the client's business model.



The Solution

Europe

In order to support a fast-growing niche focused on the coverholder business, the UK market was selected as a pilot for the first GeneralSystem implementation. Initially two casualty products were launched in the UK, and soon thereafter the European operations grew through expansion to France and Spain where four additional products were launched within a short timeframe. Further expansion into other continental European countries and the Middle East is planned and will be implemented on a single instance of GeneralSystem Suite running in London, as are the UK, France and Spain operations.

US

Shortly after the start of the UK project, another project was kicked off in the US to launch a package product on GeneralSystem Suite targeted to small and medium winery businesses. After the successful launch of the winery product on GeneralSystem, the customer wished to address its complex technology and application landscape of more than 12 legacy applications, many of which were inherited through business acquisitions. The client wished to simplify and standardize this complex IT infrastructure to reduce operating costs and increase the company's operational flexibility and market responsiveness. After careful consideration, the client decided to move all admitted and non-admitted business across their US operations onto eBaoTech GeneralSystem Suite. Additional products such as umbrella insurance (liability coverage that goes beyond the limits of a policyholder's existing homeowners, auto and/or other insurance policies) and commercial auto (ISO) have also been launched. The legacy replacement program to migrate to eBaoTech GeneralSystem is currently underway and progressing smoothly.

Brazil

Expansion into emerging markets followed, with Brazil selected as the first market. Thanks to eBaoTech's presence in Brazil, the customer's Greenfield business was launched in 4 months with a broad offering of localized insurance products including financial, property, marine and aviation insurance. Delivery time was a challenge because the policy administration system had to be fully operational in time for the Brazil business launch. The implementation team comprised of members from the client and eBaoTech successfully met the challenge while assuring a high quality installation. Business in Brazil has been growing fast and running efficiently on eBaoTech GeneralSystem Suite.

The Result: Client Success

It has become clear that an insurer **can** achieve the seemingly impossible goal of having one integrated policy administration system that supports both new and existing businesses across global locations in Europe, the US and Latin America.

This was a bold and daring goal that was made possible by the client's and eBaoTech's understanding of the overall business strategy and their laser-like focus on delivering tangible business value tailored to each local entity. Leveraging the configurability of the eBaoTech solution and controlling customization were key factors in making the project a success. eBaoTech's global delivery capabilities and previous implementation experience in the target markets were strong advantages that helped reduce the time, cost and risks of implementation.

Keys to success:

- Identify the critical success factors for each business entity/initiative
- Choose an insurance software vendor with global delivery capabilities and a proven track record of successful entries into new countries
- Align the delivery approach and target solution architecture with specific requirements of the local entity instead of taking a "one-size-fit-all" approach
- Carefully plan and pilot the implementation where tangible results can be obtained quickly

"This project has shown that eBaoTech has the proven insurance software, skills and global presence to deliver products that meet the demanding requirements of established insurance companies. This multinational project provides a successful model for insurers wishing to use a modern platform to simplify and standardize their business as they expand overseas."

Alex Young
Executive Vice President
eBaoTech Americas division

Analyst Review

GeneralSystem is a very capable, mature, modern system with strong business user configuration capabilities. GeneralSystem offers a very good user interface which balances configurability and usability well.

From Celent report



For More Information about eBaoTech GeneralSystem

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or contact our local sales office:

www.ebaotech.com/contact-us/worldwide-offices/

About eBaoTech

eBaoTech delivers standards-based, highly configurable insurance software suites to both property and casualty (P&C) and life insurers. Its product offerings enable insurers to realize cost-effective, scalable, flexible and highly automated insurance operations in an ever-changing environment. With offices in eleven countries across Europe, Asia Pacific and the Americas, and installations in more than 20 countries, eBaoTech has extensive global presence to serve leading insurance companies. For more information, visit <http://www.ebaotech.com/>.

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