

# eBaoTech® LifeSystem Suite

eBaoTech® LifeSystem Suite supports entire lifecycle operation of life insurance business, from new business, endorsement, claims, reinsurance, finance, compensation, and so others, with high degree of flexibility, configurability, and automation. It is running in over 70 live installations in nearly 20 countries across Asia, the Americas, Europe and the Middle East, and that number is growing rapidly.



Insurance companies in the Digital Age are asked to deliver real-time results. eBaoTech insurance software makes real-time results possible.

Customers and intermediaries want to interact with carriers in seconds instead of days, business unit managers need to adjust to market changes in days instead of months, and insurers wish to enter new markets in weeks instead of years. That's why a growing number of life insurers are choosing eBaoTech LifeSystem to manage their life insurance businesses across multiple lines of business and across multiple countries. eBaoTech software solutions are running in over 70 live installations in nearly 20 countries across Asia, the Americas, Europe and the Middle East, and that number is growing rapidly.

### **Why are life insurers increasingly choosing eBaoTech LifeSystem to enter new market and manage their multiple lines of business in multiple countries?**

The answer is in LifeSystem's end-to-end design. It is a comprehensive insurance software suite that is specifically designed to deliver real-time results. An end-to-end system gives you centralized data and a truly customer-centric view, which means that implementing new regulatory changes is easier, and customer data across product lines and sales channels is available on one system. An end-to-end system also means that implementation time is shorter, and system setup and maintenance costs are lower. LifeSystem has the built-in Product Factory including product configurator, rules engine and formula management to simplify and speed both product creation and modifications.

*"After serious evaluation, we decided to choose eBaoTech as our core system provider to support our Hong Kong business. We have strong confidence in eBaoTech to successfully implement LifeSystem Suite for TPLHK, enable our fast business development, and provide high quality and professional services to Hong Kong customers in this highly demanding and competitive market."*

**Taiping Life Insurance Hong Kong**



### **Real-time results mean:**

- Customers and salespeople can close deals in seconds instead of days
- New products and channels can be launched in days instead of months
- Customer data can be analyzed quickly, allowing strategic decisions to be made in weeks instead of years

eBaoTech LifeSystem suite supports the complete process of managing life insurance products, contracts, payments and claims. It leverages web technology to eliminate decentralized processing costs and provide a high level of process automation. With its built-in configuration tools, insurers can configure LifeSystem to suit business requirements.

### **Supported life insurance products include:**

- **Traditional Life:** Term, Endowment, Whole Life, Mortgage Life, Waiver of Premium, and Fixed Annuity
- **Investment Life:** Investment-Linked, Universal Life, Variable Universal Life, and Variable Annuity
- **Accident and Health:** Accident, Critical Illness/Dread Disease, Hospitalization, Long Term Care, and Major Medical
- **New Types of Innovative Insurance Products:** For micro and nano segmentations, scenario based insurance

## Get Real Life Benefits Now with eBaoTech LifeSystem

- **End-to-end system** with the component-based architecture to support the complete business operation
- **Faster product launches** thanks to advanced configuration and integration capabilities
- **Improved customer service** with centralized customer information and true end-to-end support
- **Global operations** supported by multiple languages and currencies
- **Lower operating costs** as a result of easier software implementation, enhancement and maintenance

## Faster Time to Market and Better Customer Service

eBaoTech LifeSystem enables all stakeholders to collaborate on one platform, which means faster response to market changes and improved customer service. LifeSystem covers the entire lifecycle of life insurance operations, and enables real-time quotation and new business submission, underwriting, policy issuance, alteration and service, and even renewals. It also includes claims, reinsurance, billing, collection and payment, sales channel management, party management, and other supporting functions, e.g., reporting and document management with multiple language and multiple currency support.

With its built-in Rate Engine, Rule Engine, Formula Management System/Formula Engine, Workflow Engine and User Interface configuration capability, LifeSystem is highly configurable and flexible, enabling rule and process changes in most cases without IT coding. Product templates are built-in to provide standard product templates that are ready to use and customize. The fully parameterized product configurator enables faster new product definition or product modification.

## Designed for Global Operations

With its web-based design requiring zero client-side installation, LifeSystem enables a high degree of automation and easy support for remote collaboration or centralization to reduce operating costs and optimize resource utilization. With its multi-entity capability, LifeSystem can be used to serve multiple operations and geographies on one instance.

## Easier Integration and Lower Costs

LifeSystem works well with all mainstream integration technologies such as Web services, Websphere MQ, Flat file, DB link, etc. The eBaoTech Service Bus enables connectivity between internal and external service requesters and providers. eBaoTech LifeSystem is built on Service Oriented Architecture to enable easier integration with other software systems, saving time and money in integration and maintenance.

**eBaoTech LifeSystem supports the end-to-end lifecycle operation of all mainstream life insurance products, with a high degree of flexibility and configurability.**

*"We are so excited that we have completed these complex core system replacements within 18 months. I would like to give a big thank you to the joint project team from eBaoTech and SEG for their dedication and extremely hard work. I am confident that with the future-proof digital solutions in place, we will be able to synergize our system of our branches, partners, and head office to provide real-time service around the clock. This helps maximize business opportunities with partners and increase more convenience for customers with fast and flawless services."*

**Chotiphat Bijananda**  
Chairman of the Executive Board of SEG Insurance

## eBaoTech LifeSystem Functionality Overview

The eBaoTech LifeSystem software suite is designed based on N-tiered Java EE technology and service-oriented architecture. The modules support both low- and high-touch processes throughout the policy management life cycle. eBaoTech's Insurance Common Platform (ICP) is the system's foundation.

eBaoTech LifeSystem Suite includes these components:

- Product Factory
- Policy Administration
- Claims
- Finance
- Channel Management
- Re-insurance
- Big Data Analysis

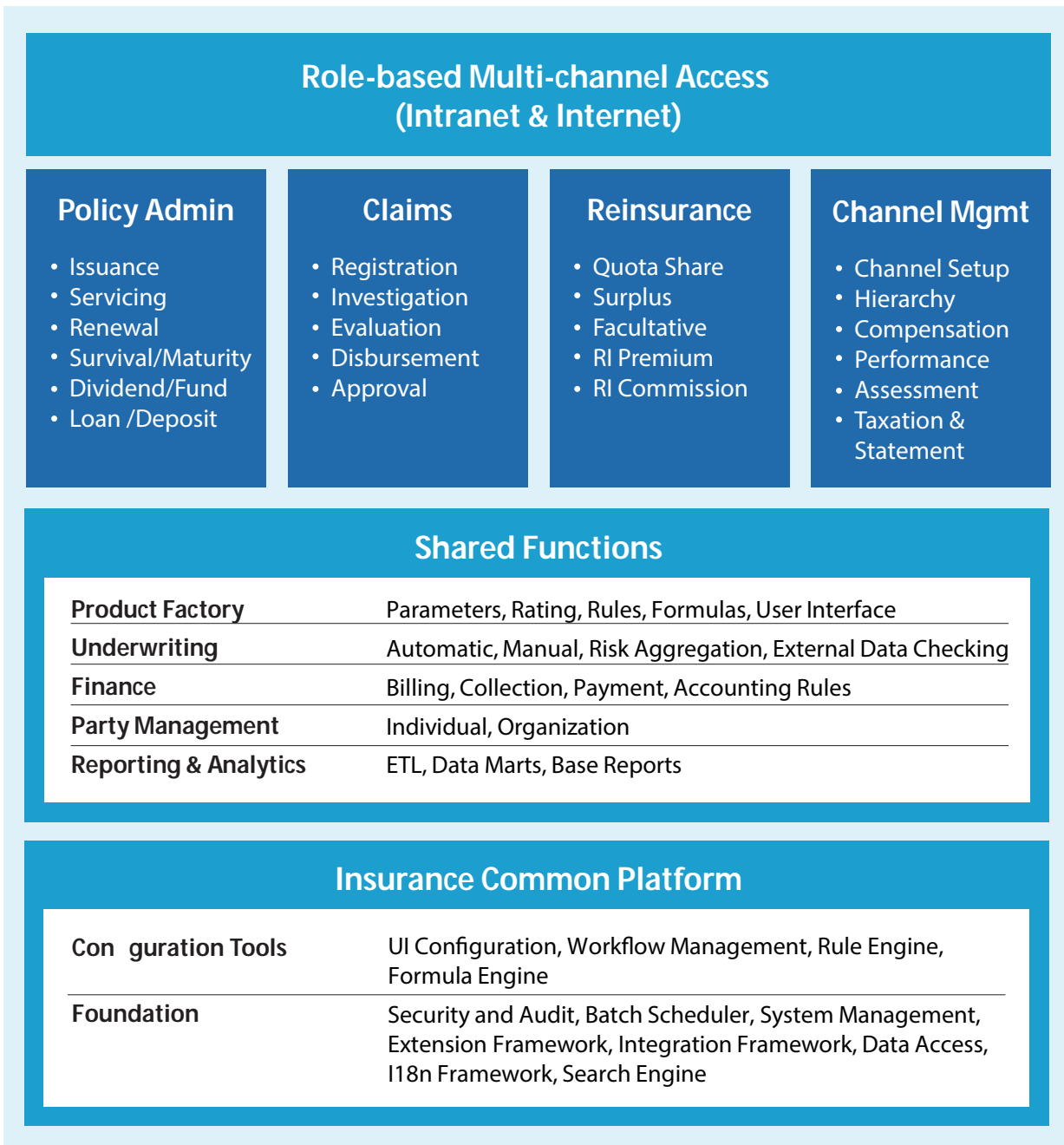


Figure 1: Functionality Overview of eBaoTech® LifeSystem Suite

## More About the Main Components of eBaoTech LifeSystem for Life Insurance

### Product Factory

eBaoTech Product Factory provides flexible product definition capability, enabling rapid product release and business expansion.

- LifeSystem supports flexible product structure including the definitions of product model, field and the interrelation.
- Besides pre-defined product models on policy, risks, category, etc. eBaoTech's core system also provides dynamic expansion.
- With Product Factory, product launch can be shortened to a few days from a few months.
- After related trainings, system user can directly participate in product development including rating configuration, rule configuration, etc.

### Policy Administration

eBaoTech® Policy Administration for life insurance is a comprehensive platform that serves as the back-end policy data storage center.

The Policy Administration includes the following functions:

- New Business Fulfillment
- Renewal Cycle
- Policy Change/Customer Service
- Loan/Deposit

- Dividend/Fund
- Survival, Maturity & Annuity Installment

Many underwriting rules and calculations are built-in, to reduce the amount of manual work in processing quotations and policy issuance. There are also embedded processes to enable manual overrides for special cases requiring further assessment. The auto underwriting function lets the system automatically check those rules which are stable. Base on predefined rules in the Rules Management system and Workflow Engine, the system can separate different types of proposal.

### Claims

eBaoTech® Claims for life insurance is a platform that handles all claims processing.

Its service-oriented architecture allows easy integration into the most demanding IT environments. It can be deployed either as a pre-integrated part of eBaoTech's LifeSystem Suite, or as a standalone module.

Key benefits of the Claims system are:

- Customer-centric claim structure
- Highly flexible and automated claim processes
- Flexible claim formula setup

Claims system supports major and minor claims for all mainstream products.

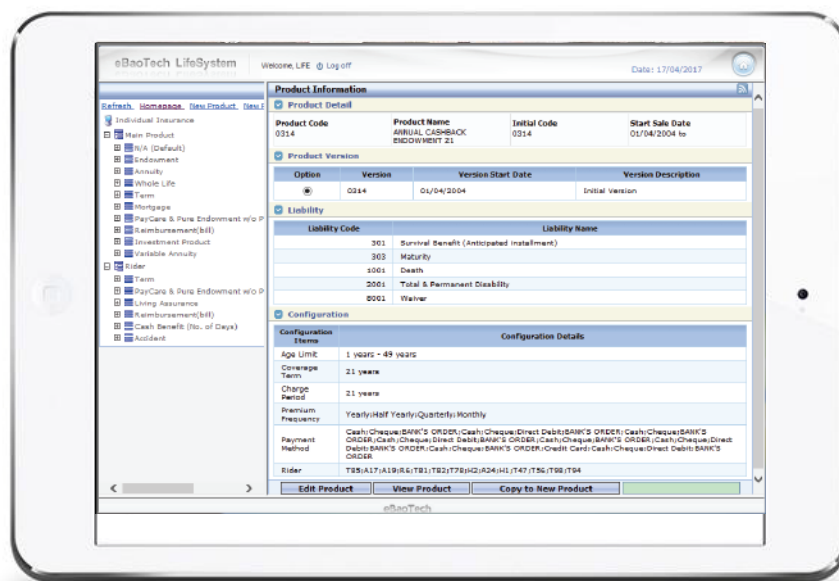


Figure 2: Product Configuration

## Party Management

eBaoTech® Party Management for life insurance supports most of the general features in life insurance sales: performance, compensation, assessment, producer, hierarchy, policy.

Key benefits of this component are:

- Multiple sales channel support with flexible hierarchy
- Flexible compensation calculation with customization capability
- Rich functionalities

## Finance

eBaoTech® Finance for life insurance is an insurance software solution for collection, payment and accounting and can be installed as a standalone system or as part of an end-to-end solution.

Functions supported in the Finance component are:

- ARAP: Account receivable and account payable
- Collection & Payment, including collection & payment, account transfer, offset, reverse
- Interfaces, including general ledger posting, direct debit, direct credit, CPF and lockbox/e-Banking
- Other Functions such as cash bank account management, fund price management and exchange rate management

## Reinsurance

eBaoTech® Reinsurance for life insurance supports reinsurance outwards business.

Key benefits of this component are:

- Collects data from new business, customer service, claims, etc. for reinsurance analysis
- Calculate the cession automatically and generate facultative disposal case automatically
- Centralize reinsurance operation in one component
- Reduce time-consuming paper work and calculation processing time
- Multi-currency support reinsurance calculation

## Big Data Analysis

Big Data Analysis Platform supports a complete big data ecosystem and integrates internal system data and external third party data. It also uses AI, data-mining and other methods to analyze the structured and unstructured data. So insurers can precisely position customers, discover potential target customers, implement remarketing strategies and upsell personalized products to customers.

Big Data Analysis Platform provides general management of customer data, allowing insurers to provide better service to their customers and increase customer satisfaction.

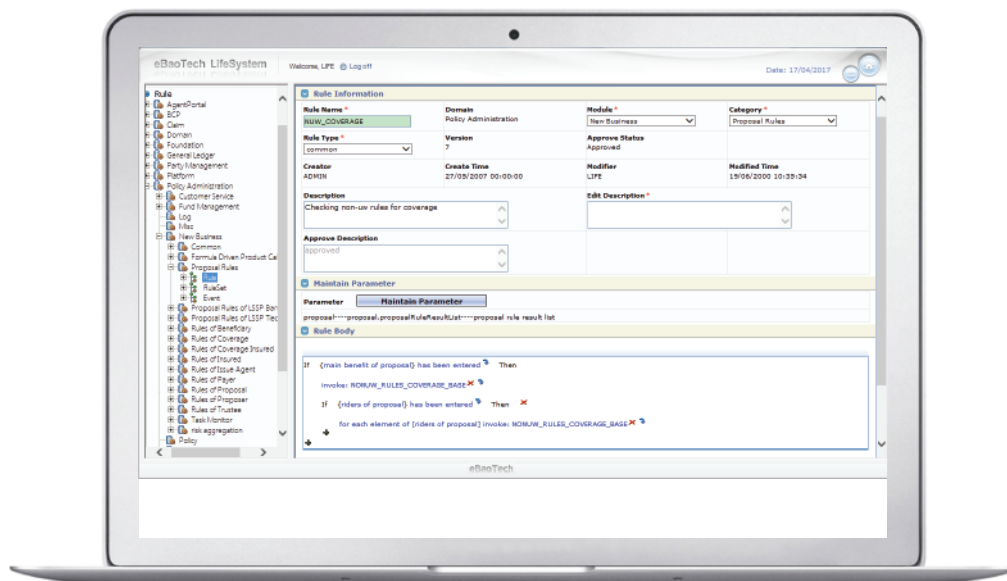


Figure 3: Rule Engine

## Technical Overview

eBaoTech's software products enable insurance carriers to quickly respond to market changes and expand new business, while offering a high degree of flexibility and customization thanks to eBaoTech's innovative technology and product architecture.



### Rule Engine – Offering Flexibility, Personalization and Customization

Insurance companies require a flexible and fast engine to handle claims and calculation processes. eBaoTech's rule engine can both provide pre-set designated rules and flexibly customize rules for channels, parties and products configuration. Rules can be plugged in the run and users can set the calculating mechanism that work out personalized policy fees, sum insured and claim amount. End users can also edit and maintain rates and rules.



### Service Orchestration – Combine Processes as Business Needs

Service Orchestration is one of the major features of eBaoTech's software systems. Insurance companies can quickly and easily combine new business processes, product lines and issuance/claim processes using the service Orchestration function.



### Open Integration Framework and Platform

eBaoTech fully supports diversification, heterogeneous system integration and dynamic expansion modules based on Mule Integration Structures and ACORD models.

Based on the Mule Structure, eBaoTech's integration platform is easy to manage and is pluggable in the run. System integration sends and receives messages to complete and support all communication protocols and data transfers, and is subject to different authority and security controls.



## Cloud Deployment

eBaoTech LifeSystem Suite can be deployed on public, private and hybrid Cloud models.

LifeSystem Suite is available as SaaS on the public eBaoCloud, allowing insurance carriers to subscribe to services, technical modules and a management platform to expand their business. It also can be offered on a private Cloud model, providing maintenance services to insurers. Traditional On-Premise installation is still an option. Furthermore, LifeSystem Suite can be offered on Hybrid Cloud – for example, where sales and channel services are on the Cloud and internal management modules like policy administration are running On-Premise.



