



SwissLife

CUSTOMER

Active in corporate & personal lines insurance, Swiss Life France is the 4th largest insurer for health products and 13th overall on the French market. Swiss Life France evolved following successive acquisitions of several companies since 1990 (La Suisse, L'UPE (Union et le Phénix Espagnol), La Bâloise, Les Assurances du Griffon (ADG) & Lloyd Continental). The Swiss Life Group has been a pioneer in group protection for multinational companies and holds the number one position in the world for group insurance products.

INDUSTRY

Strategic businesses

- Life & Savings
- Health & Protection

Complementary businesses

- Property & Casualty
- Assistance
- Banking and Financial Services

SOLUTION IMPLEMENTED

Centralized web application implemented in seven months allowing Swiss Life's 550 tied agents to access a client and prospect unified front-end together with new sales and distribution business functionalities in a multi-legacy systems environment. Gradually additional audiences including the 240 salaried sales, 150 large brokers as well as partners and distributors of Swiss Life France will be provided access to the same features.



With Prima Solutions' software platform, Swiss Life France sets up a multi legacy systems service infrastructure and delivers a unified front-end to its distribution networks and internal sales force.

Customer Context

- Disparate legacy back-end systems including MVS, AS400, Bull and Windows Server.
- Lack of a unified access to data and transactions for the distribution networks.
- Diverse distribution networks: 240 internal sales force, 550 tied agents, 150 brokers, 2000 brokerage firms, partners, independent distributors.
- Numerous un-served functional requirements such as operational CRM, illustrations, quotation and policy issuing.
- Complex products offering ranging from health, group protection & savings products to a comprehensive personal lines portfolio.

Objectives of Swiss Life France

- Set the customer at a central position in the Group's IT system by upgrading business systems
- Provide a coherent, efficient and uniform IT system:
 - by enabling efficient and practical management of customer files,
 - by implementing a single customer repository,
 - by developing ergonomic web-based front-end applications to improve business users experience.
- Open up the IT system to partners and customers alike by taking advantage of the opportunities offered by web technologies:
 - by capitalising on thin-client web technologies,
 - by integrating with disparate legacy applications and publishing transactions as web services,
 - by leveraging existing systems at the same time ensuring the flexibility of systems' components.
- Provide end-users with new set of functionalities on a rapid and regular basis.

Prima Solutions' Response

- Phased approach to determine a scope consistent with Swiss Life's business objectives.
- Implementation of a centralized web application: integration of Prima Platform with all legacy back end systems via several protocols CICS/CTG, AS400 Dataqueue, Java connectors and publication of a set of Web services to be accessed by internal and external applications.
- First phase of project delivered in seven months.

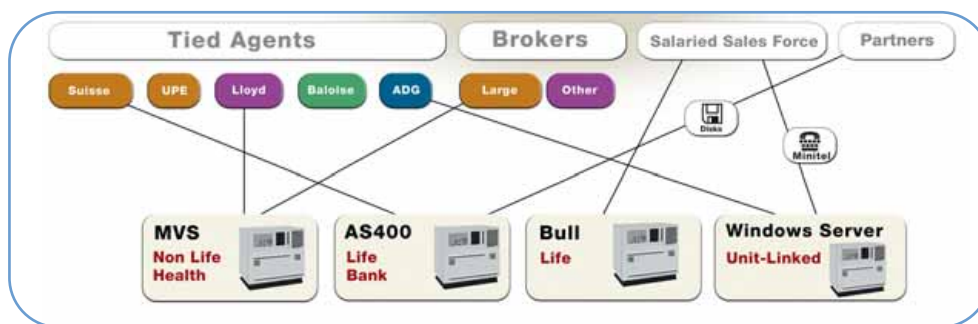
Customer Benefits

- Fast adoption of the new application thanks to the user friendly new web-based front-end application.
- Enhanced customer service with the real-time & unified access to a comprehensive view of persons and contracts data located within Swiss Life internal and external systems.
- Improved sales efficiency thanks to a unified view of the insurance relationship with a client or a prospect and operational CRM functionalities.
- Improved user satisfaction and distribution networks motivation thanks to the quality and performance of the new application.
- The progressive automation of management systems is facilitated.

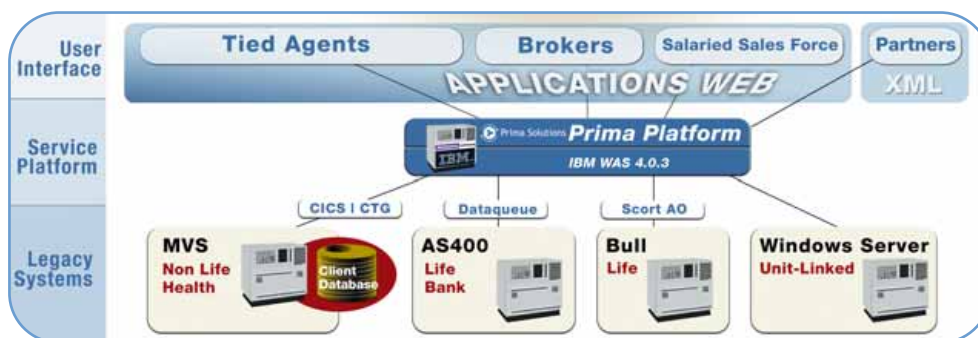
"Swiss Life France has chosen to capitalize and leverage its know-how by using a technical base that now enables the publishing of business services and the execution of transactions. We have opted for an architecture that opens up our IT systems and brings new business applications to our distribution networks. We selected Prima Solutions' software platform because its technical and business contents facilitated and accelerated the implementation of our projects"

Jean-Marc Lucas, CIO of Swiss Life France.

Swiss Life France - IT Architecture - Before



Swiss Life France - IT Architecture - After



12, rue Le Châtelier
75017 Paris • France
Tel.: + 33 (0)1 70 91 24 30
Fax: + 33 (0)1 70 91 24 39

About Prima Solutions

Prima Solutions provides a standards-based software foundation to design, develop, deploy, manage, monitor and maintain Service Oriented Insurance Applications. Built around an extensive insurance reference model and service repository, Prima Platform™ supports rules-based business process automation, their real-time integration with legacy systems and deployment via a portal infrastructure. Prima Platform™ enables insurance organizations to improve enterprise agility, and to incrementally transform their legacy systems, therefore dramatically increasing business results.

Founded in 1999 Prima Solutions operates globally from offices in Paris, London, Munich, Milan and Tokyo. Customers include CNP Assurances, Swiss Life, Erisa IARD (CCF-HSBC), Groupama / Gan and AGPM. Projects implemented by these customers involve General, Health, Life and Pension insurance products for core distribution, underwriting, policy administration and claims processing. Prima Solutions is supported by global alliances with key technology partners including IBM, BEA Systems, Ilog, Sun Microsystems and Oracle as well as selected delivery partners in its strategic operating markets. Prima Solutions is a member of ACORD.