

HISCOX IMPROVES CUSTOMER EXPERIENCE—FAST AND COST EFFECTIVELY— USING WEBMETHODS

Challenge

One of IT's key challenges at Hiscox Ltd. is to deliver more for less as quickly as possible. To meet the constant demand to improve customer offerings, IT must be able to amalgamate business processes, increase efficiency and provide IT systems that are an absolute fit for different business teams around the globe.

Solution

Hiscox chose the webMethods suite for seamless integration and Business Process Management (BPM) tools that improve IT's responsiveness and enhance the online customer experience. With webMethods, Hiscox can assemble rich customer solutions rapidly and at minimal cost. Business Activity Monitoring (BAM) enables Hiscox to measure Key Performance Indicators (KPIs) so the company can see how to improve service levels.

Benefits

- Predictable solutions delivered faster at less cost
- Improved workflow efficiency
- Increased customer satisfaction due to a better online experience
- Ability to audit efficiency
- Easy access to meaningful statistics, such as how fast Hiscox responds to customers
- Greater visibility into processes
- Closer collaboration between business and IT



Hiscox, headquartered in Bermuda since 2006, is a leading specialist insurer with expertise in a wide range of specialist personal and business risks. Hiscox is Europe's leading fine art insurer and the world's largest provider of kidnap and ransom insurance. With 100 years of underwriting experience, the company also leads the market in marine, energy and property insurance and is known as an expert in covering terrorism, political risks, aerospace and technology, media and telecommunications. Hiscox's more than 700 employees are in 13 countries.

Get There Faster.™

“Software AG has provided excellent support in terms of guidance and advice and, to me, that is one of the key differentiators—the ability to call up that support when required and be confident that the people that arrive on site will be enthusiastic, experienced and will really help us achieve the goals.”

Andrew Turner | IT Director | Hiscox Ltd.

Meeting a world of insurance needs

IT at Hiscox must meet a wide range of demands to support both the company’s high-volume retail as well as “big-ticket” insurance lines, according to IT Director Andrew Turner. While agents in London may be deciding whether to underwrite a high-priced art others in Los Angeles may be pushing through high-volume retail transactions.

“There is no question that the business demands IT systems that are extremely flexible,” he said. “Our IT strategy is largely based on the ability to bring together a variety of system components and then to integrate those smartly to provide rich solutions in a way that is cost effective, isn’t overly complex and is responsive in terms of change.”

Hiscox uses the webMethods suite for seamless integration and BPM tools that enable rich solutions to be built for customers “at minimal cost and very, very rapidly,” he explained.

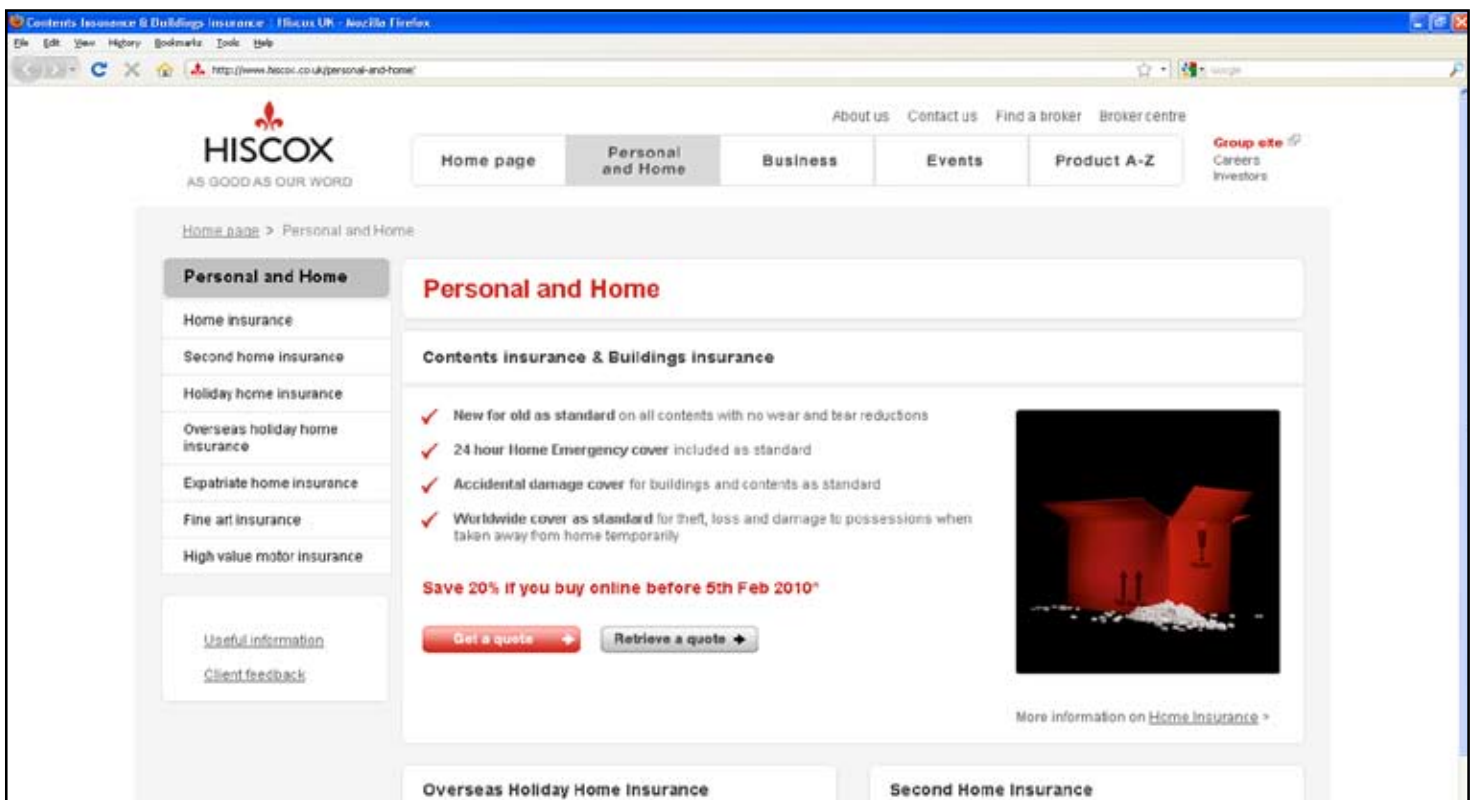
“One of the benefits of the BPM toolset is clearly the ability to improve the efficiency through workflow. But another benefit is clearly the ability to audit our efficiency and to provide meaningful statistics about how fast we are responding to our customer needs.”

With these statistics, Turner said, “we are able to track progress over time and also find ways of improving the process. In fact, we are working very closely with business teams using the Lean methodology to re-enhance the way in which we manage the end-to-end process.”

Re-use speeds up service delivery

Providing the business the tools it needs—on time—is a major aim for Turner as he looks “to deliver more for less and to do it faster,” he said. “We see a number of benefits from using the webMethods software toolkit, and for me one of the key things is the ability to re-use components that we have already developed in existing solutions.

“That is particularly relevant to our online business, where we are seeing increasing demands for more online services—be those direct or through brokers—and, in many cases, the attributes and functionality that is required is similar between the various Web sites.”



Hiscox has greatly improved the customer experience by adding functionality to its Home and Contents Web site, thanks to webMethods technology.

The recently refreshed Home and Contents Web site is one example of how webMethods helped to provide “a vast improvement in the customer journey,” Turner said. “For us, the goal is to be able to quickly take the customer through our proposition, always to understand their needs and to quickly come up with a price that, hopefully, is acceptable to them so that we then can quickly transact the business, and they have got the insurance cover they need for the future.”

IT at Hiscox continues to find new ways to innovate—faster—using webMethods. “Over the past 12 months, we learned some valuable lessons in terms of how we can improve our delivery capability, how we can do things faster and do things more predictably,” Turner said.

“With the new architectural standards we are using with webMethods, I am pleased to say that, as our experience grows, we are finding more innovative ways to deliver more, and re-usability is a key component of that.”

He continued: “What we are finding as we use the webMethods toolset more and more is that we are creating more of a library functionality and, on a number of occasions recently, we have been looking for a quick solution to do something that would come up suddenly as a business challenge. We realized that instead of having to develop something from scratch, we already had some capability to provide that solution through an existing implementation.”

Working as a team with the business

The business demand to use IT to help improve efficiency is growing day by day, Turner said. Additionally, collaboration between IT and business is at an all-time high. “On recent engagements we have really worked as one team,” Turner said.

“There has been a good cross-fertilization between the requirements that the business person has for the new solution, the IT system and obviously innovation that we can bring from the IT perspective, knowing the ultimate possible with the technology. We have leveraged as much experience as we can due to our partners, including Software AG, to try and find things that maybe we have not thought of, which could again make life better for our business people.”

Building a “solid partnership”

Software AG has been “absolutely on the mark” when it comes to resolving issues and understanding Hiscox’s business challenges. “We have a regular dialogue on a number of levels, and they’ve provided excellent support in terms on guidance and advice around the use of the toolset,” Turner said.

“To me, that’s a key differentiator ... the ability to call up that support when required and be confident that the people that arrive on site will be enthusiastic, experienced and will really help us achieve the goals.”

KEY COMPONENTS

webMethods BPMS allows business and IT users to collaborate on process developments. This complete, integrated process platform meets the needs of all process stakeholders and all process types: human-centric, system-centric or document-centric.

webMethods ESB is Hiscox’s integration platform. It uniquely combines proven application integration capabilities, high-speed messaging, and support for B2B, legacy applications and event-driven technologies to create the most complete integration infrastructure available.

webMethods BAM technology gives Hiscox visibility into processes and enables the company to track and measure KPIs to make ongoing improvements.

Global Consulting Services used proven methodologies and best practices to help Hiscox optimize its use of webMethods technology.

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ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

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