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Exigen Insurance Solutions – an example of how Independent Software Vendors (ISVs) can leverage IBM Innovation Centers

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Introducing Exigen Insurance and IBM Innovation Centers

Exigen Insurance Solutions, a San Francisco, CA headquartered ISV, provides core insurance systems and business transformation services to insurers. Exigen leveraged expertise and resources found at IBM Innovation Centers to significantly scale its solutions and improve time-to-value for its customers.

IBM Innovation Centers, part of the IBM PartnerWorld program, are physical locations created by IBM to encourage students, academics, ISVs, developers, analysts, venture capitalists, business partners, and entrepreneurs to engage with IBM personnel at multiple levels. These centers are designed to provide IBM business partners with face-to-face interaction with a broad array of skilled IBM experts, and to give hands-on experience with IBM's hardware and software offerings.

With over 40 global IBM Innovation Centers, IBM is more accessible and approachable than ever before. These centers are staffed with knowledgeable sales, marketing, and technical personnel who can help ISVs engage in activities focused on learning, building, and selling with IBM. These activities include:

- **Learn:** Awareness, Prioritization, Planning
- **Build:** Preparation, Technical Resources, Testing
- **Sell:** Joint Marketing, Opportunity Identification, Account Progression

Current Business Initiatives of IBM Innovation Centers

IBM Innovation Centers play a crucial role in helping IBM build a strong partner ecosystem. IBM and its partners perform thousands of engagements every year at IBM Innovation Centers worldwide, and the patterns that emerge from these engagements form a set of best practices used across the IBM ecosystem to drive innovation. Each IBM Innovation Center location specializes in one or more of IBM's business initiatives:

PureSystems. An IBM product line of factory pre-configured components and servers also referred to as an 'Expert Integrated System'. PureSystems can host four different operating systems (AIX, IBM i, Linux, Windows) and five hypervisors (Hyper-V, KVM, PowerVM, VMware, Xen) on two different hardware architectures (Power Architecture and x86) simultaneously.

Big Data. IBM considers the management of the explosion of data on three vectors – volume, velocity, and variety – to be a critical business need, and promotes the use of IBM platforms and analytics to turn the data deluge to actionable insights.

MobileFirst. Integrated enterprise computing with the BYOD (bring your own device) trend and the proliferation of mobile devices and platforms.

Social Business. The IBM initiative to combine the explosion of social media and analytics.

Smarter Commerce. IBM SmarterCommerce seeks to turn customer insights into action, enabling new business processes that help companies buy, market, sell and service their products and services.

Cloud Computing. Enterprise-class cloud technologies and services to build secure public, private and hybrid clouds.

Smarter Analytics. IBM Smarter Analytics System is an integrated platform that provides broad analytics capabilities on a warehouse foundation with IBM server and storage.

Overview of Exigen Insurance Solutions

Exigen Insurance Solutions provides Exigen Suite, a comprehensive offering managing all the core operations of property, casualty, and group benefits insurers. Exigen Suite includes several modules -- PolicyCore, ClaimCore, BillingCore -- incorporating industry best practices to overcome internal silos, redundant applications, and manual processes prevalent in the industry.
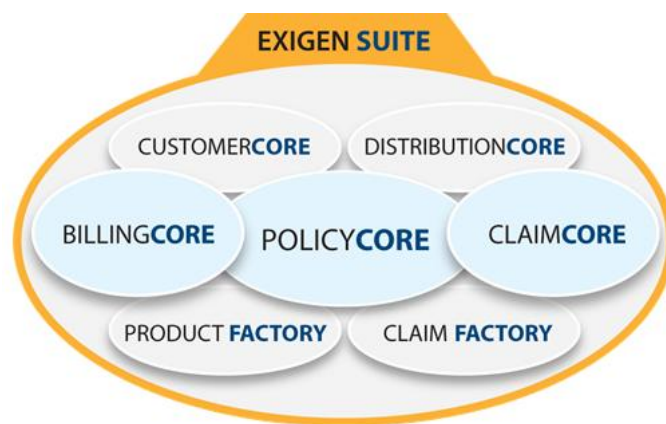

Figure 1: Key Components of Exigen Suite

Exigen Suite can manage end-to-end insurance business processes, such as Workflow and Business Process Management, Document Generation and Content Management. It also integrates Customer Relationship Management (CRM), mobility and portal capabilities in its CustomerCore component and insurance distribution network management via its DistributionCore component. The company states that Exigen Suite provides "the most comprehensive, integrated solution for insurers and eliminates the interoperability issues characteristic of multi-vendor environments". It was recognized by global analyst firm Celent with an XCelent award for the "greatest breadth of functionality" in a policy administration solution[1].

Exigen customers have deployed Exigen Suite to help them meet the challenge of becoming profitable, agile and customer-centric organizations. This means developing more new products, launching these quickly, developing intricate pricing strategies and delivering consistent, excellent service across a wide range of channels and touch points.

The solution scales to serve both large and small insurers and Exigen's clients include some of the world's biggest and most successful insurance brands. R&D and product and architecture teams are located in Europe, Russia, China and the US and serve customers in North America, South America, Asia and the Pacific. The company is headquartered in San Francisco.

[1] http://www.prweb.com/releases/2011/10/prweb8913003.htm

How Exigen Leveraged the IBM Innovation Center

Exigen Insurance Solutions is an effective example to illustrate how the learn, build and sell activities at IBM Innovation Centers work.

Learn

Exigen participated in two 'learn' events with IBM – a one-on-one technical consultation to define roadmaps, and a cloud computing learning event for IBM business partners.

Build

In the 'build' phase, Exigen engaged with IBM five times over a 2-year period covering the following activities:

Virtual Appliance Factory (VAF). VAF is an IBM self-enablement toolkit to help ISVs pre-package application solutions for deployment in cloud and hypervisor environments. Virtual appliances are transforming the IT industry by accelerating time-to-value. This is achieved by pre-packaging applications in an Open Virtualization Format (OVF) that combines the operating system (OS), middleware, and software into one package. This speeds deployment time and accelerates entry into cloud environments.

Virtual Application Pattern (VAP). A virtual application represents a collection of application components, behavioral policies, and their links. Using this application-centric definition of the workload, the IBM PureApplication System will automatically construct the necessary infrastructure and middleware resources to provision and continually manage this virtual application.

Consulting. To extend Exigen software to IBM Worklight, a mobile platform to build, manage, and run mobile applications.

Testing. To enable Exigen software to run on a combination of IBM WebSphere Application Server software and IBM Power Systems, IBM System x, and IBM Flex System hardware.

Porting. To enable Exigen software to run on IBM DB2 for Linux, Unix, and Windows, and IBM WebSphere Application Server Network Deployment software on IBM Power Systems hardware.

Sell

In the 'sell' phase, Exigen Insurance Solutions and IBM Global Business Services have already completed one joint bid for an insurance deal in the Caribbean and more bids are in the pipeline.

How Exigen Benefits from the IBM Partnership

Exigen benefited significantly from the assistance provided by the IBM Innovation Center to enable Exigen Suite on the Pure Application System and on VAF and VAP. This allowed Exigen to pre-package and test Exigen Suite to facilitate rapid deployment and enhanced virtual management of the solution in critical production environments. The IBM Innovation Center provided technical assistance and consulting in addition to making middleware available to Exigen. Exigen has also enhanced its offering with this collaboration. It is now working with IBM to pilot Worklight (Mobile First) middleware to create a scalable mobile

application for all high-volume insurance customer and distribution network transactions, including claims, quote, account inquiry and policy endorsement.

This partnership with IBM and the certification of Exigen Suite on IBM's PureSystems as the leading insurance core systems solution provider has helped:

➢ **Open doors to prospect insurers** within IBM's broad account network in the insurance industry
➢ **Exigen Suite perform at the highest levels on IBM platforms**, allowing insurers to have confidence that Exigen's application solutions will deliver the benefits in performance and reliability that they expect
➢ **Bring desired market attention** to the technically advanced and future-ready design of Exigen solutions.

Exigen foresees that the market interest in the Exigen and IBM partnership offering will develop rapidly in the next 12 months.

Exigen and IBM – a Win-Win Partnership

Exigen Insurance Solutions has used IBM Innovation Centers to develop a virtual appliance for PureFlex and a virtual application pattern for PureApplication (both cloud-ready platforms) in order to support DB2 LUW (Linux/Unix/Windows) v10. It is also building a mobile application proof-of-concept (PoC) using IBM Mobile/Worklight technology.

The Exigen and IBM collaboration spans across business groups and technologies:

1. **IBM Systems & Technology Group** was involved in extending Exigen software from IBM System x and Power hardware to IBM PureSystems.
2. **IBM Software Group** was involved in developing and enabling the Exigen Insurance Solutions federated architecture.
3. **IBM Global Technology Services** is working with Exigen to leverage the cloud.
4. **IBM Global Business Services** is defining and developing a CoE (Center of Excellence) for a pipeline of Exigen Policy Administration programs.

As a 'Ready for IBM PureSystems' business partner, Exigen is now included in the 40 partners who qualify for business development funding from IBM and will be participating in demand generation campaigns to promote the joint solution and to nurture their current pipeline.

We believe the Exigen story is an excellent example of how companies such as IBM can work in a systematic way with ISVs to not only promote their technology and expertise but to also generate better business for their partners.