

Improving Agency and Customer Service with SOA

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Agenda

- Unitrin Overview
- Business Context
- SOA Strategy
- Sample Projects
 - Streamlining New Business
 - Improving Customer Experience
- Lessons Learned and Best Practices

About Unitrin

- Unitrin is one of the nation's leading financial services providers. The Unitrin family of companies specializes in property and casualty insurance, life and health insurance
 - **Unitrin Property & Casualty Insurance**
The Property and Casualty Insurance Group is made up of Kemper* and Unitrin Specialty, which sell personal lines and commercial auto insurance through a network of independent agents; and Unitrin Direct, which sells personal auto and homeowners insurance directly to consumers.
 - **Unitrin Life & Health Insurance**
Unitrin's Life and Health Insurance Group offers life, health, and accident insurance to customers through a national network of 2,400 company-employed career agents and 230 independent agents.

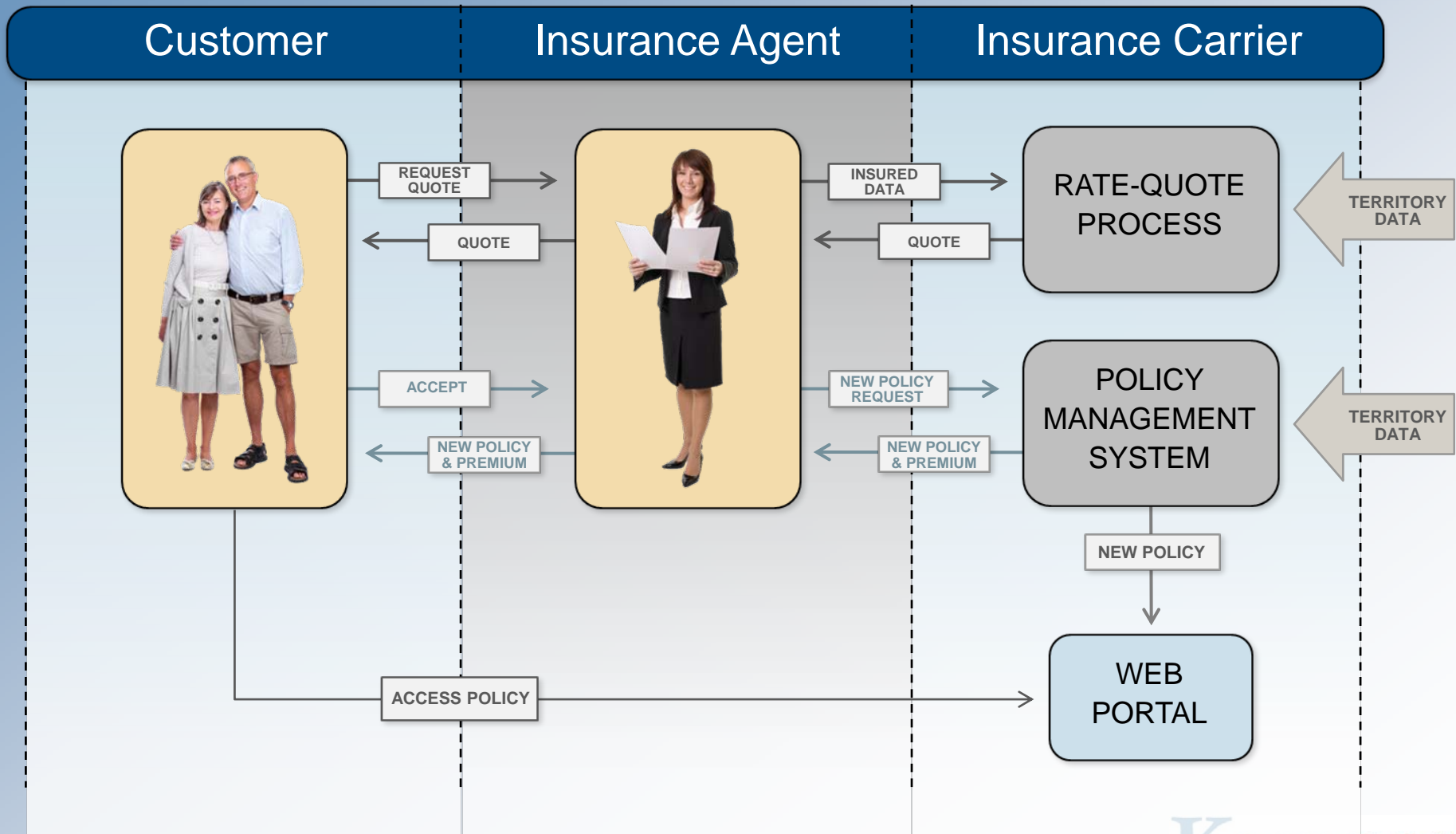
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Unitrin Property and Casualty Insurance

- **Kemper®***
Provides personal automobile, homeowners, inland marine, boat owners, dwelling fire and personal umbrella insurance to preferred and standard-risk customers
- **Unitrin Specialty**
Provides personal and commercial, nonstandard automobile insurance to individuals and businesses through more than 7,500 independent agents/brokers in 22 states
- **Unitrin Direct**
Markets auto insurance primarily through direct mail, Web insurance portals, “click- throughs,” its own Web site and television advertising

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Quote / Issue Process



Competitive Strategies

1. Streamline distribution channel (agency service)
2. Introduce new innovative products
3. Improve customer service
4. Acquire new firms to increase share

IT Challenges in Supporting the Business Strategy

Business Strategy	IT Challenge
1. Streamline distribution channel (agency service)	1. Inaccurate data in the rating and underwriting process
2. Introduce new innovative products	2. Hard to customize mainframe policy management system
3. Improve customer service	3. No real-time distribution of policy events: new policies, policy updates, etc
4. Acquire new firms to increase share	4. No common infrastructure, no reuse, lack of standards

IT Strategy Drivers

- Need to be able to respond quickly to changes across a number of systems
- Ability to integrate disparate systems
- Support implementations that can evolve / change over time without breaking current functionality
- Reduce the number of custom file interfaces
- Solution
 - Service Oriented Architecture
 - Event Driven Architecture

SOA Strategy

- Business and IT Alignment
 - Agreement on a vocabulary for IT and Business users
 - Agreement on business events / transactions mapping to IT services / operations
- Highly modular services that can be re-used across systems and platforms
- Standard communications mechanisms to break down barriers
- Standard message formats to ease transformation concerns
- Mediation layer to allow for change over time
- Event Model allows for real time data integration

Key SOA Elements

SOA is a style of design, deployment, and management of software infrastructure and applications in which:

- Granular transactions map to business transactions organized by Services
- Services “own” their data and have discrete logic surrounding it
- There are standard methods for integrating different services (XML, JMS, ESB, BPEL, Web Services (SOAP/Rest))
- Services definitions and policies are cataloged in a repository for reuse

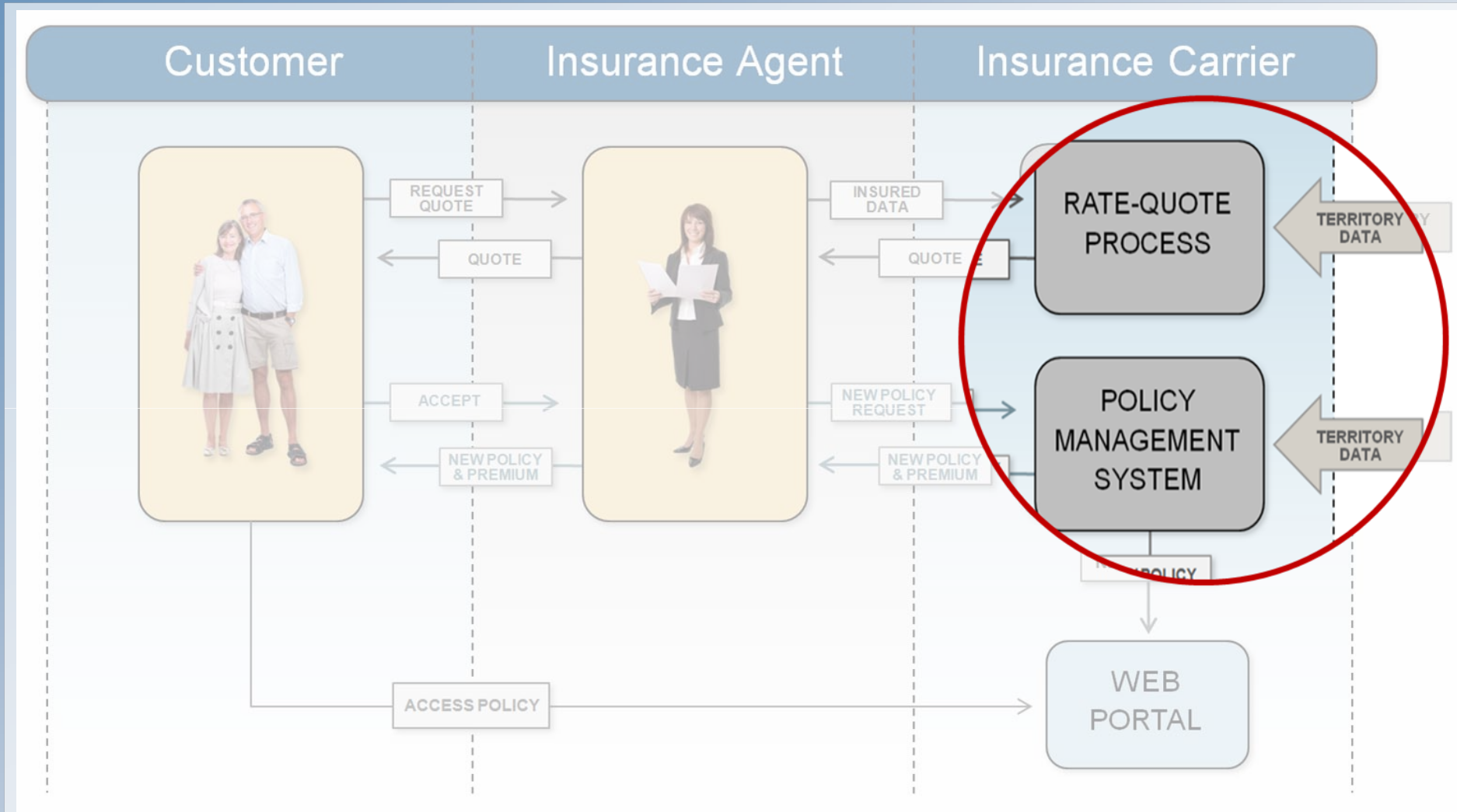
Key Technology Requirements for Kemper

- JMS and Web Service clients to be serviced
- Scalable infrastructure that can grow with us
- Interoperable with .Net and Java
- Connectivity to legacy MOM and databases
- Scriptable deployment model
- Eclipse tool support
- Support for COBOL Copybook
- Support for ACORD P&C 1.11 Standard

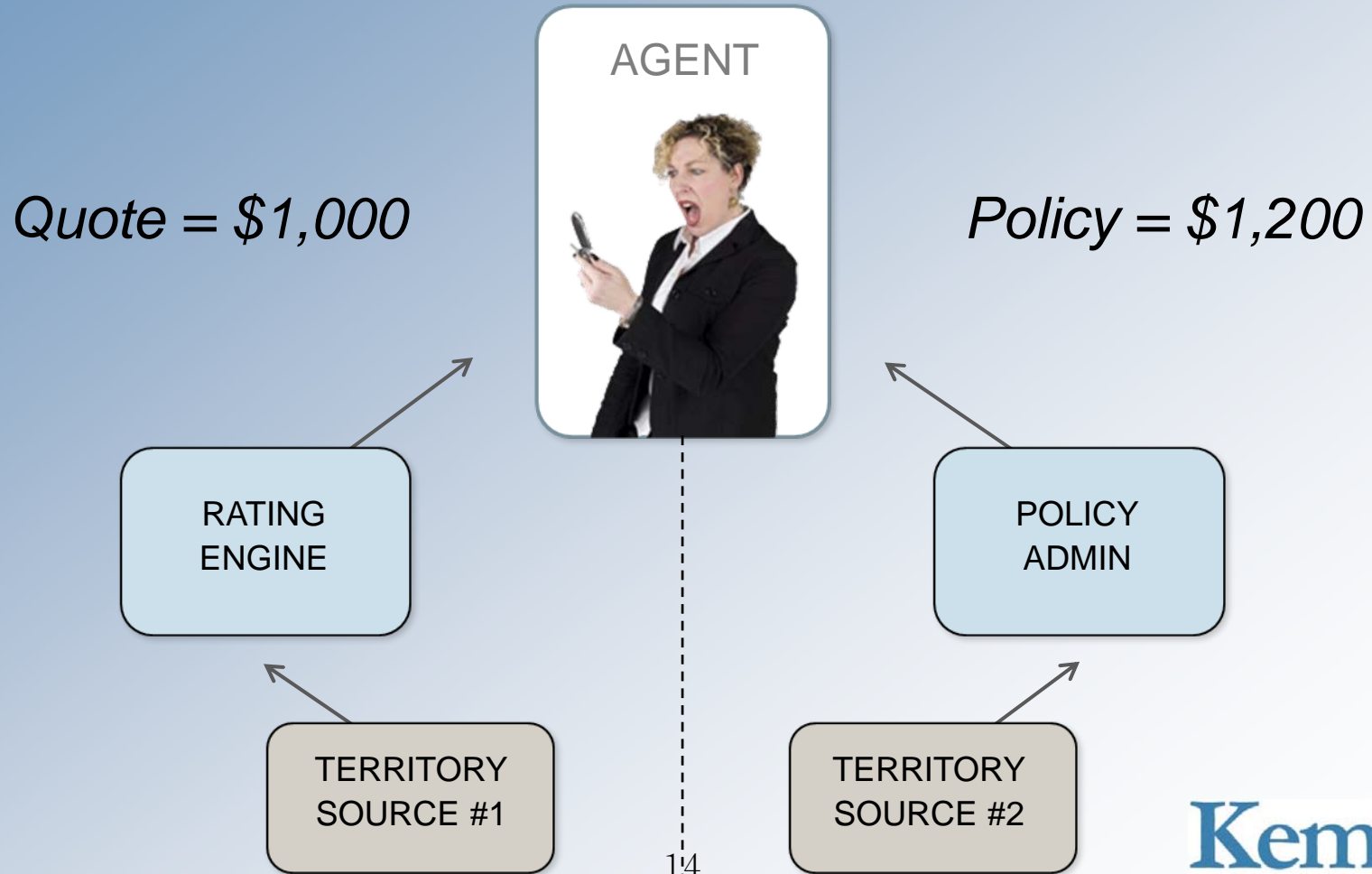
Addressing IT Challenges with Progress SOA Products

- SOA enables modularity, re-use, and standards based application integration
 - Sonic ESB:
 - Provides Connectivity, Mediation (X-Form and Enrichment) and Dynamic Routing
 - Event-driven messaging between back-office applications
 - DataXtend Semantic Integrator:
 - ACORD-based data interoperability between multiple application specific formats
 - Support for COBOL copybook data

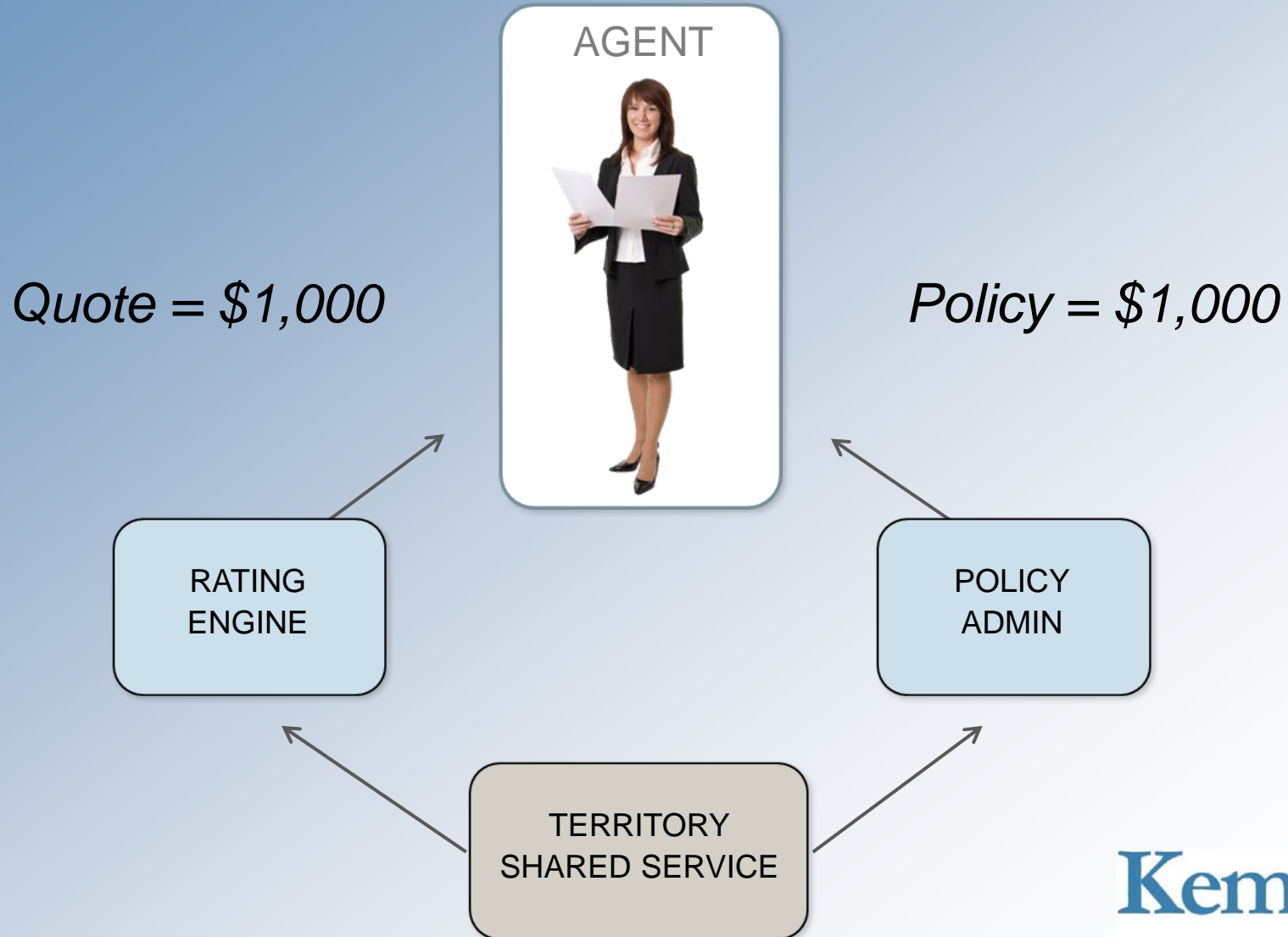
Where the Problems Are



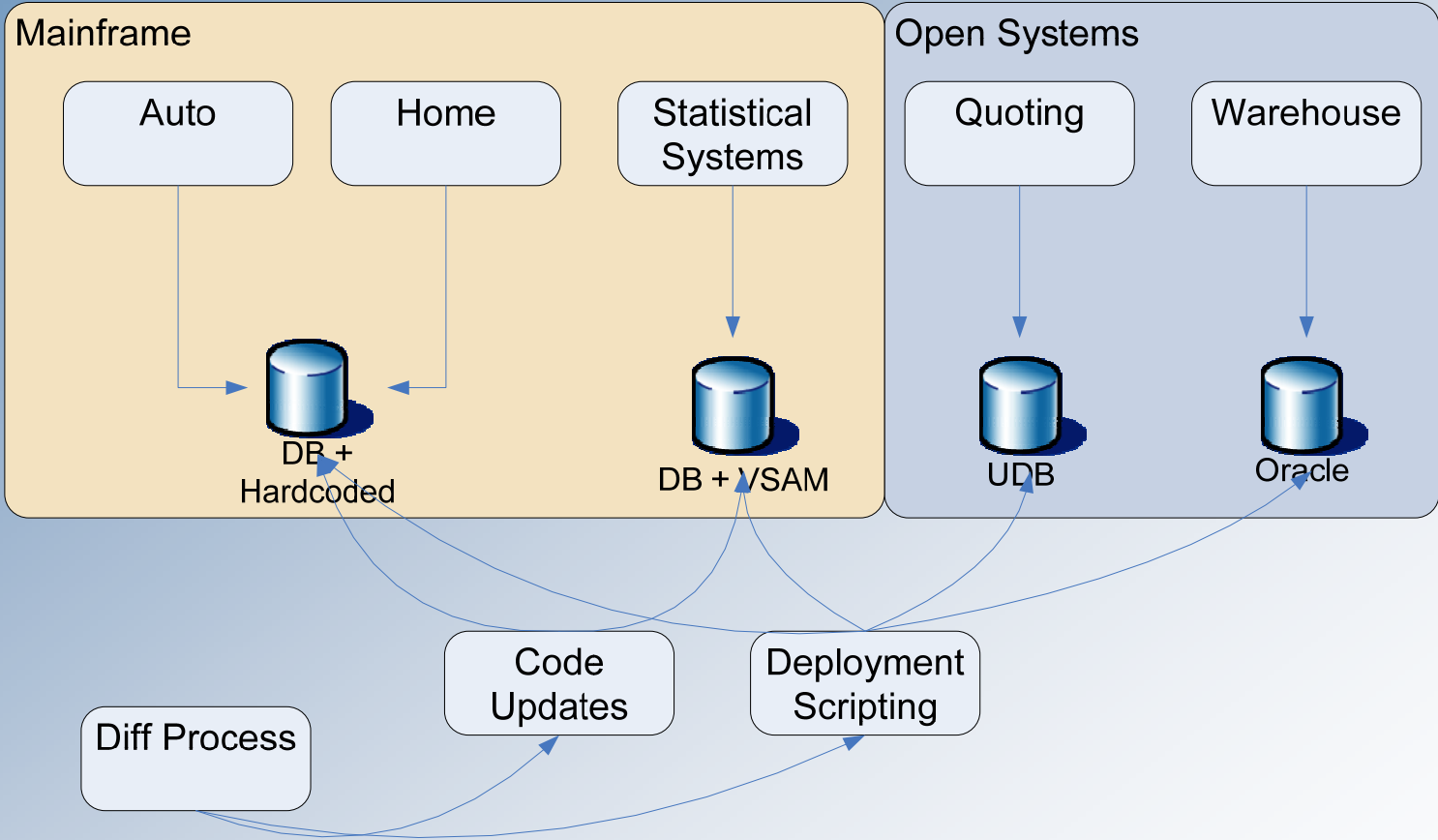
Distinct Sources of Territory Information used for Quote and Premium Computations



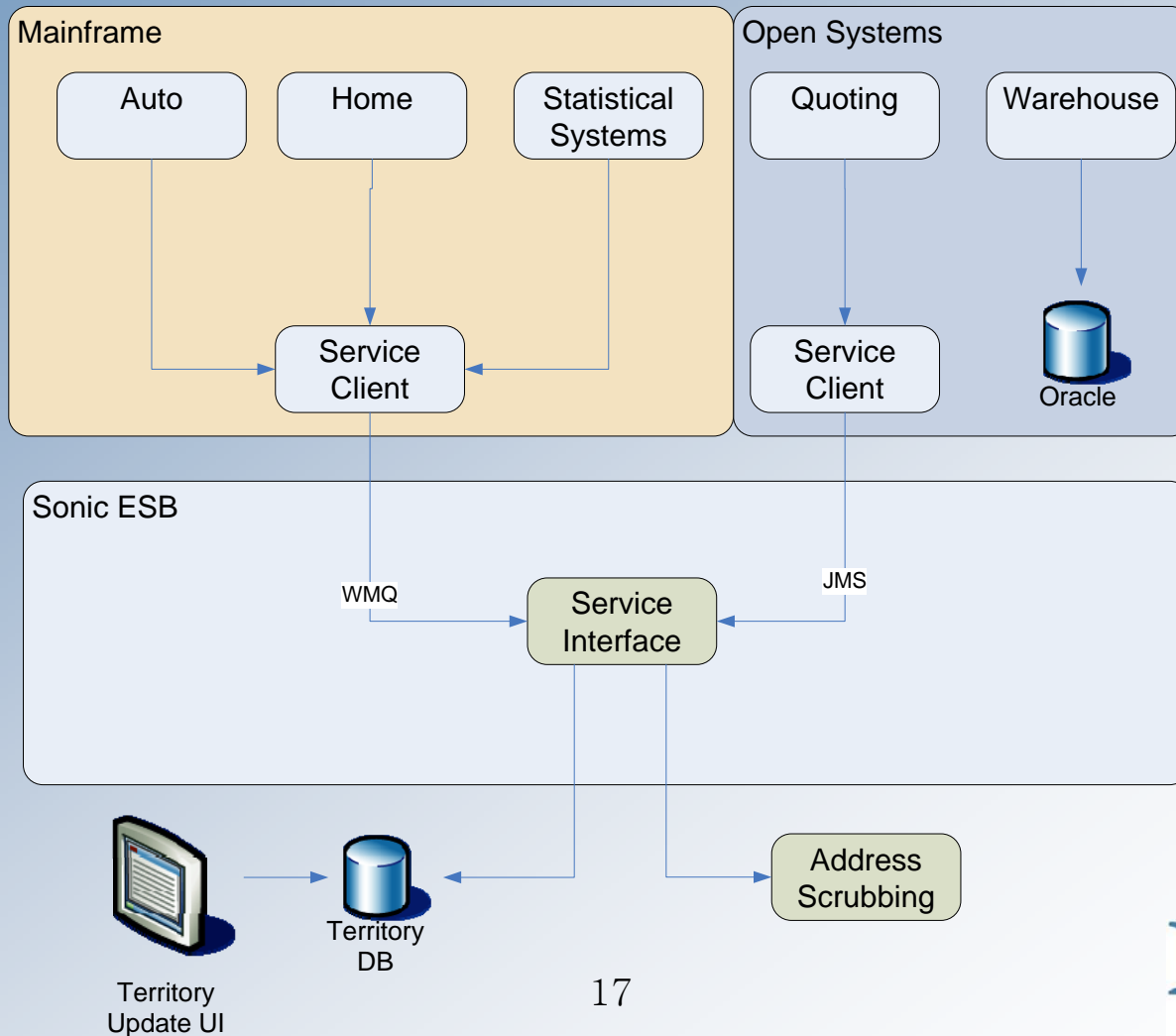
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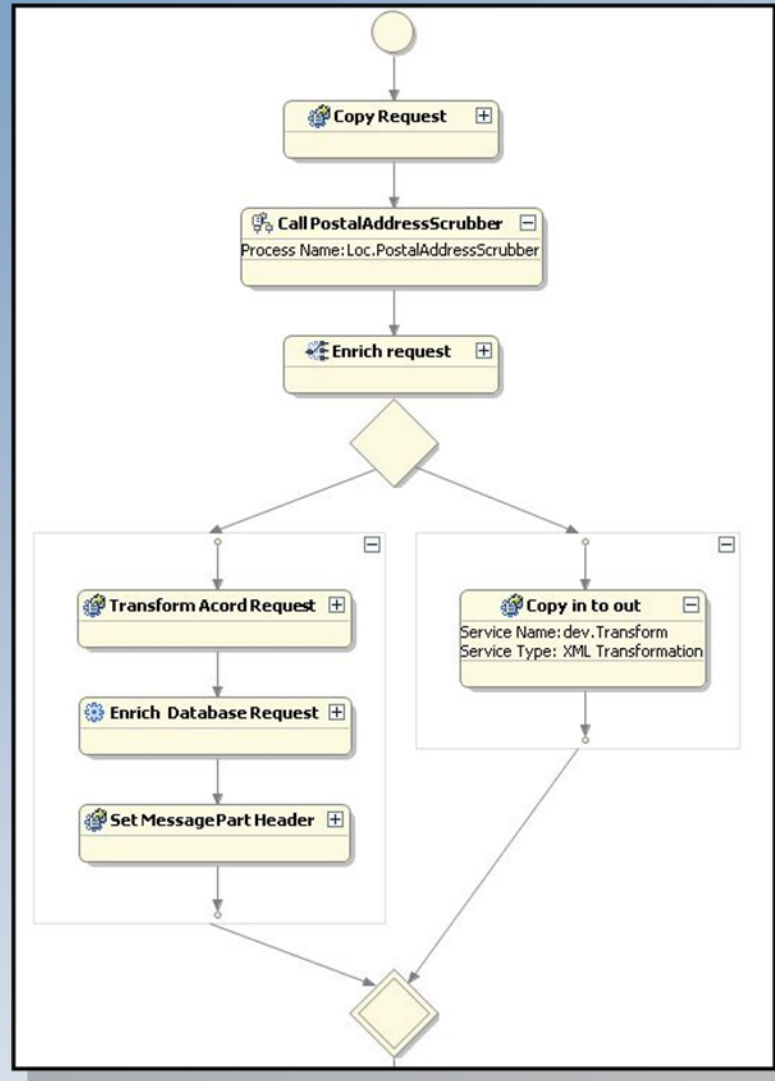
Prior Architecture



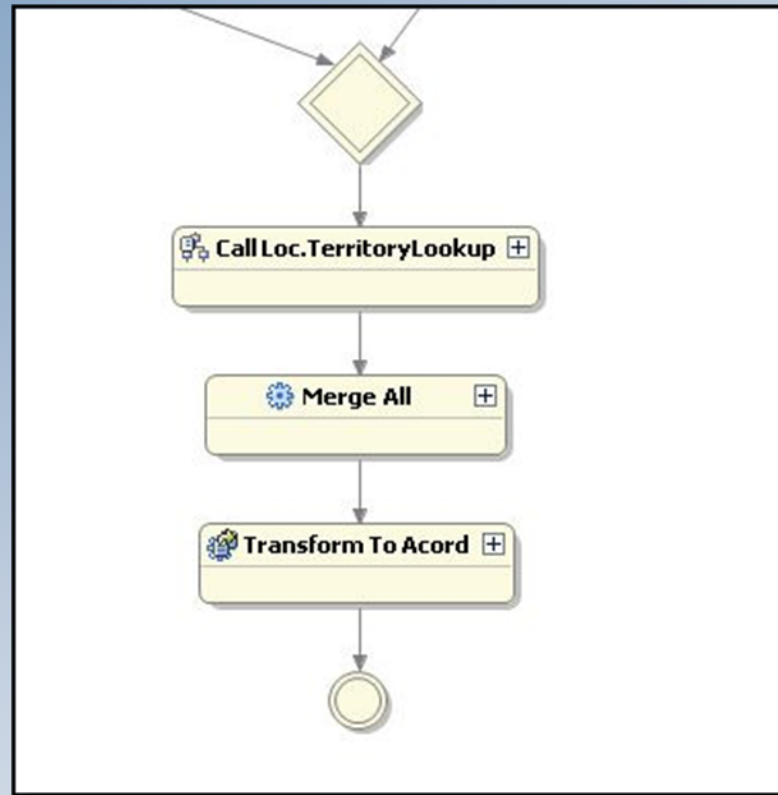
Current Architecture



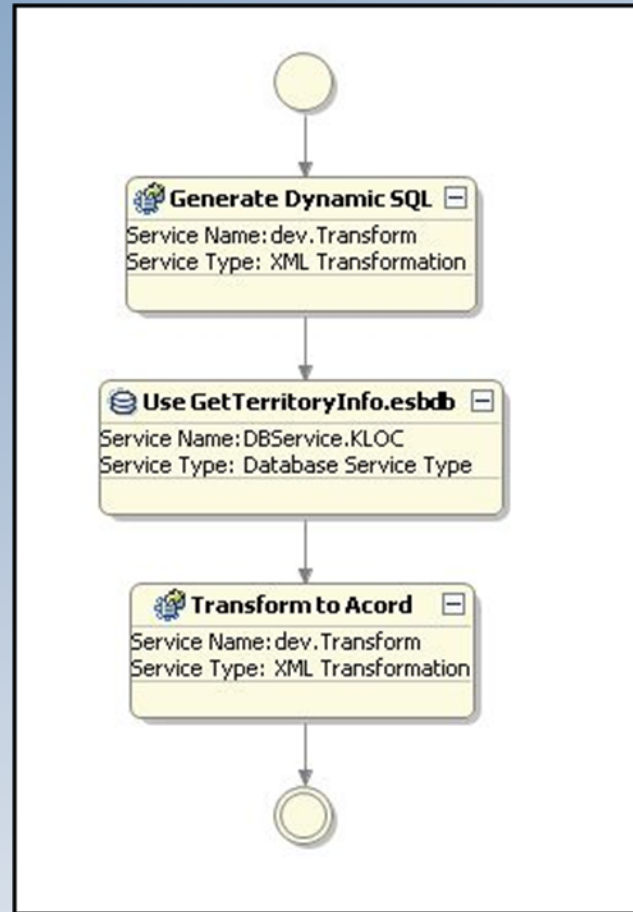
Address Scrub and Territory Lookup Process



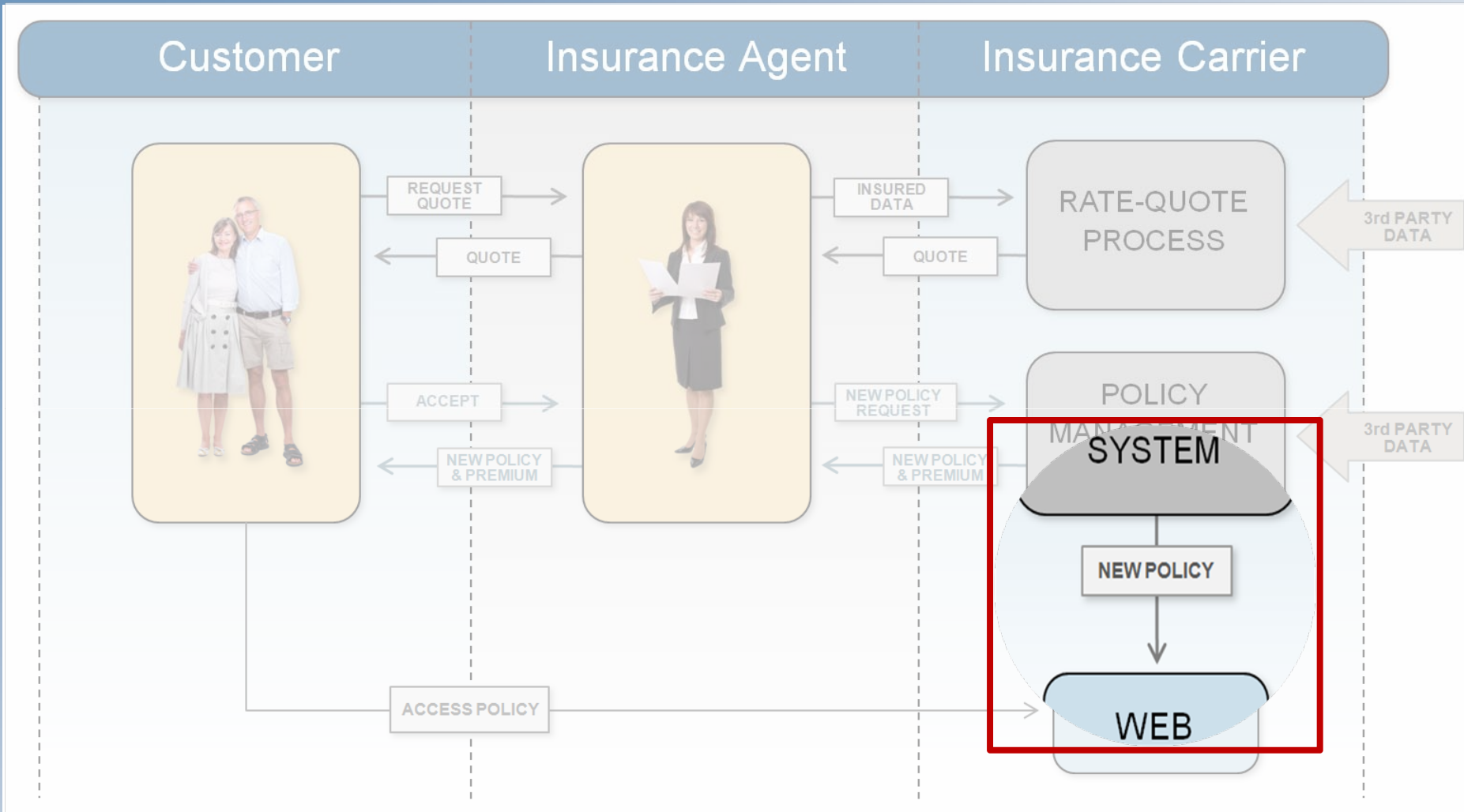
Address Scrub and Territory Lookup Process



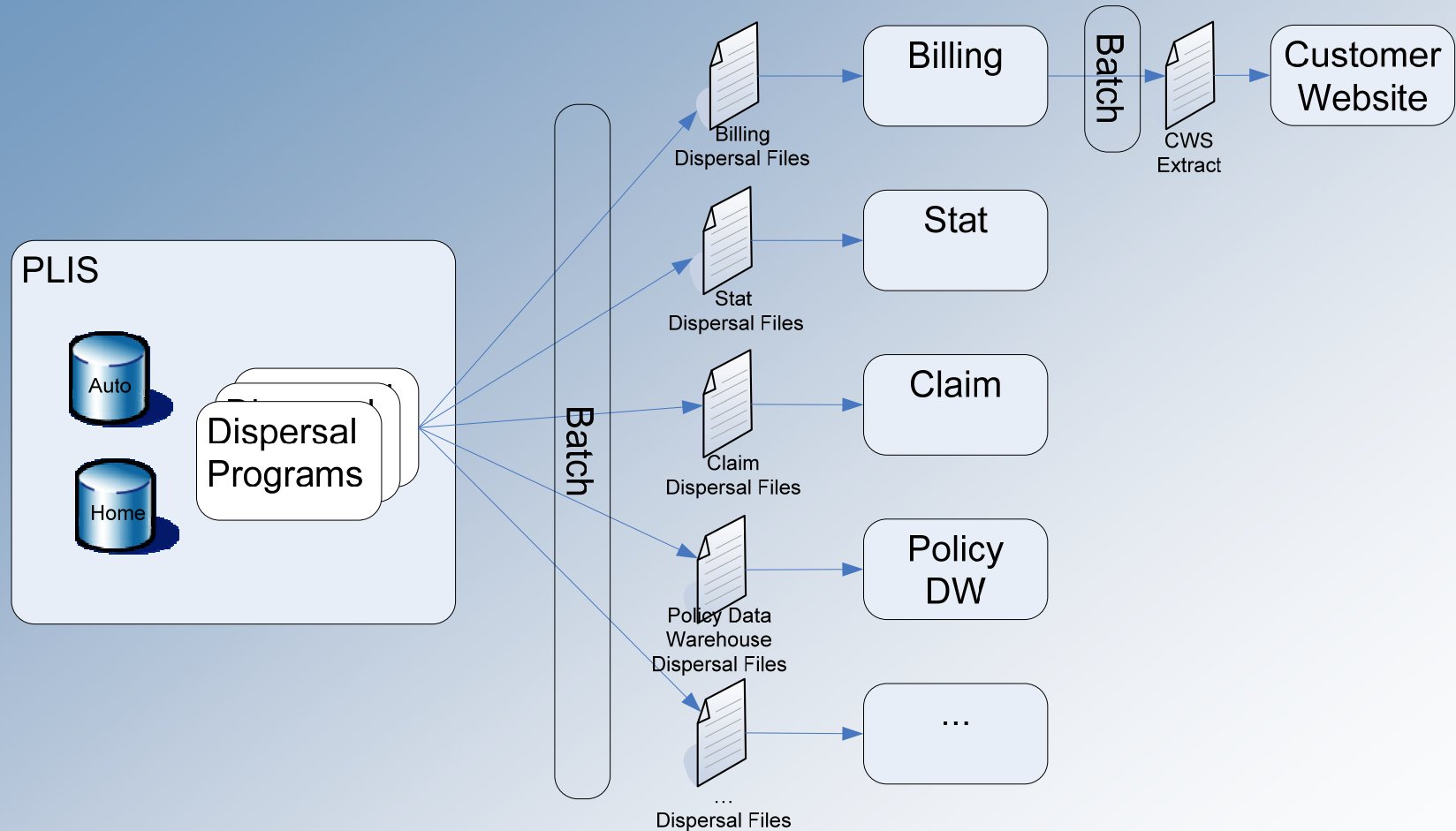
Territory Lookup Sub-Process



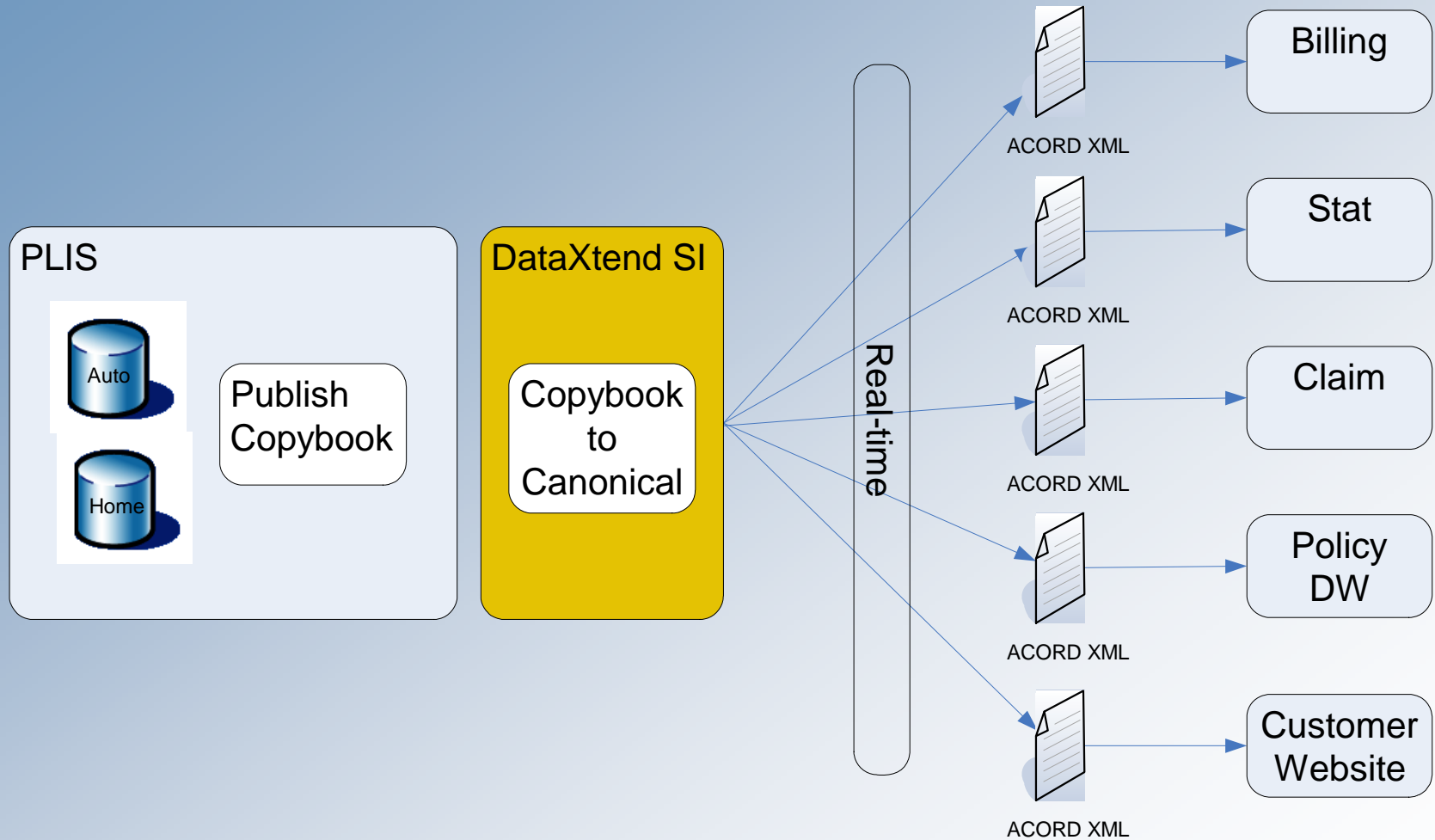
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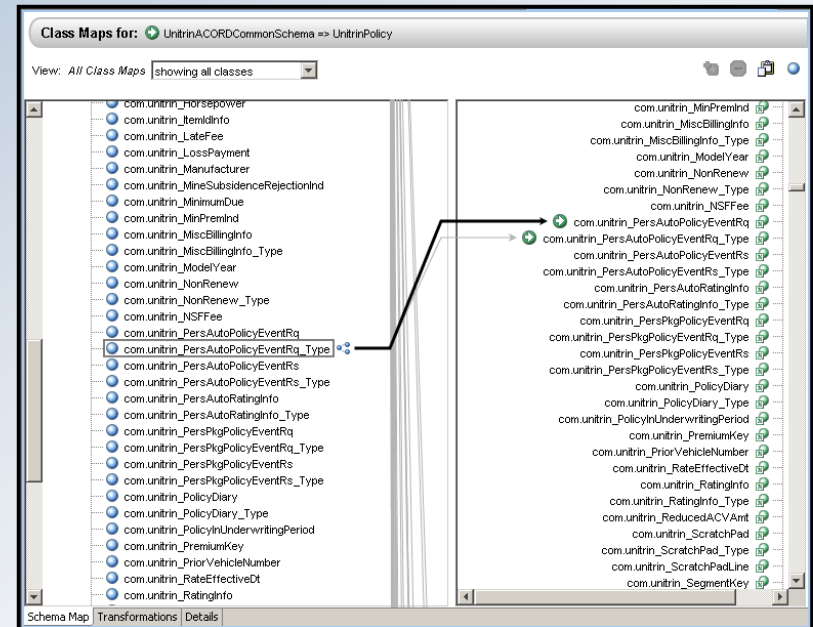
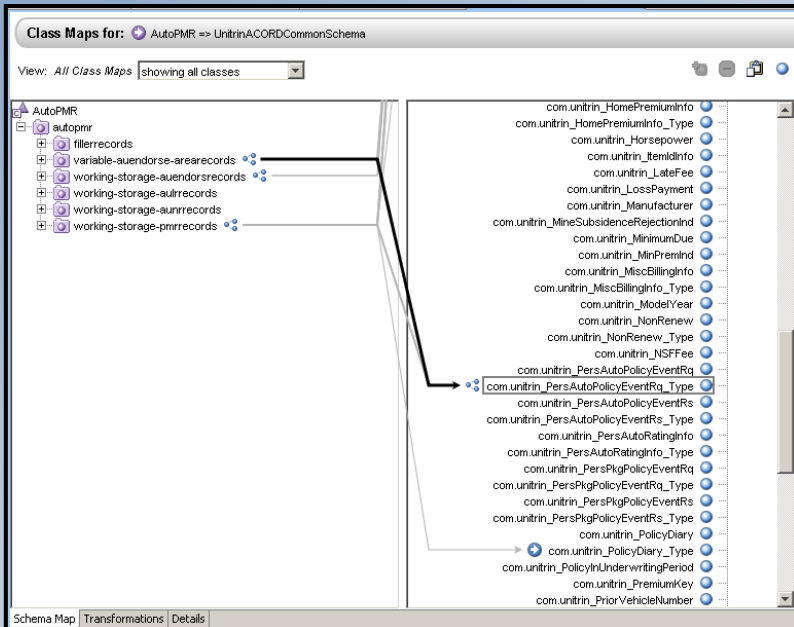
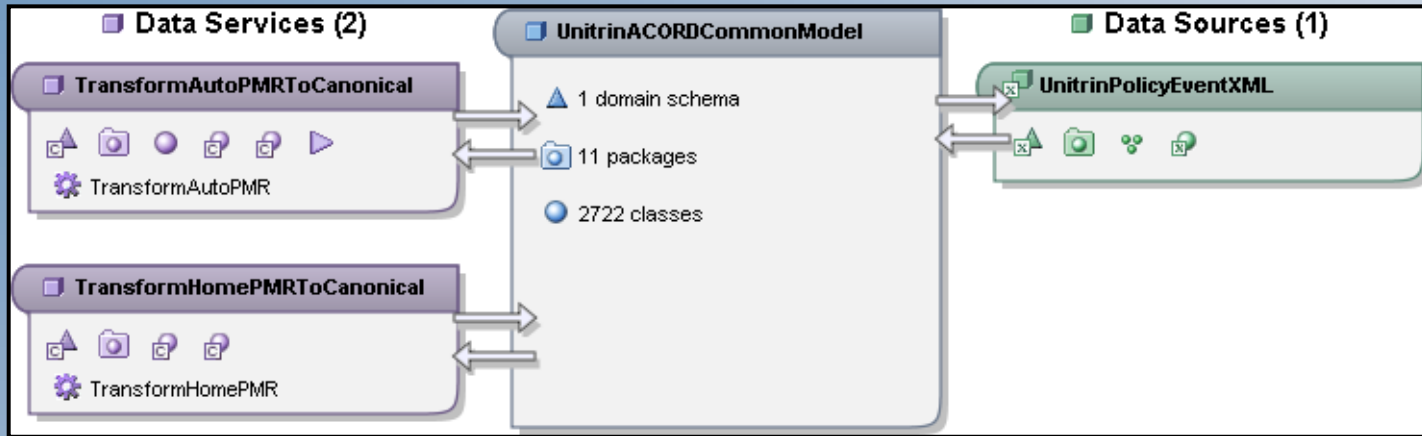
Multiple Versions of Policy Dispersal Files in COBOL Copybook



DXSI Takes “Policy Event” and Publishes as XML



Data Exchange Through Unitrin Common Model



Impact Analysis and End-to-End Testing is Possible with Exchange Model

Impact Analysis Report

Unitrin project
Date: Wed, 3 Sep 2008 18:31:35

Progress
DataXtend

Subjects	
Type	Name
XML complex type	com.unitrin_PersAutoPolicyEventRq:xml:UnitrinPolicy
class	com.unitrin_PersAutoPolicyEventRq_Type:UnitrinExtensions:UnitrinACORDCommon

Type Affected

938	Classes
1	COBOL Enumeration Type
12	COBOL Fields
40	COBOL Group Types
13	COBOL Relationship Attributes
19	Computed Attributes
1	Data Service Operation
1	Key
8	Packages
55	Relationship Attributes
2	Relationships
6	Simple Attributes
103	Transformations
938	XML Complex Types
1	XML Data Source
5	XML Simple Attributes

Impact Analysis Details

Steps	Type Affected	
1	Class	com.un...

Select step: 24. return result (TransformAutoPMRToCanonical) (end)

TransformAutoPMRToCanonical

- Entities
 - WORKING-STORAGE-AUENDORS (5426)
 - WORKING-STORAGE-PMR (1)
 - WS-ACCDT-SEGMENTS (4080)
 - WS-AUCOV-SEGMENTS (1714)
 - WS-AUPREM-SEGMENTS (2916)
 - WS-AUUND-SEGMENT (5264)
 - WS-CNWTN-SEGMENTS (4152)
 - WS-CU-SEGMENTS (5276)
 - WS-DIARY-SEGMENTS (3734)
 - WS-DISP-KEY-SEGMENTS (5334)
 - WS-ID-SEGMENT (4)
 - WS-LIEN-SEGMENTS (5246)
 - WS-MISC-SEGMENTS (39)
 - WS-OPR-SEGMENTS (4036)
 - WS-REC-ID-ID (2)
 - WS-SOIP-SEGMENTS (4224)
 - WS-SPAD-SEGMENTS (5308)
 - WS-VEH-SEGMENTS (462)

UnitrinACORDCommonModel

- Entities
 - ACORD (6833)
 - TransformAutoPMRToCanonicalContext (6832)
 - RuntimeReport (7064)

Data Sources

- UnitrinPolicyEventXML
 - Entities
 - ACORD (6977)
 - ACORD = ACORD_Type (6978)

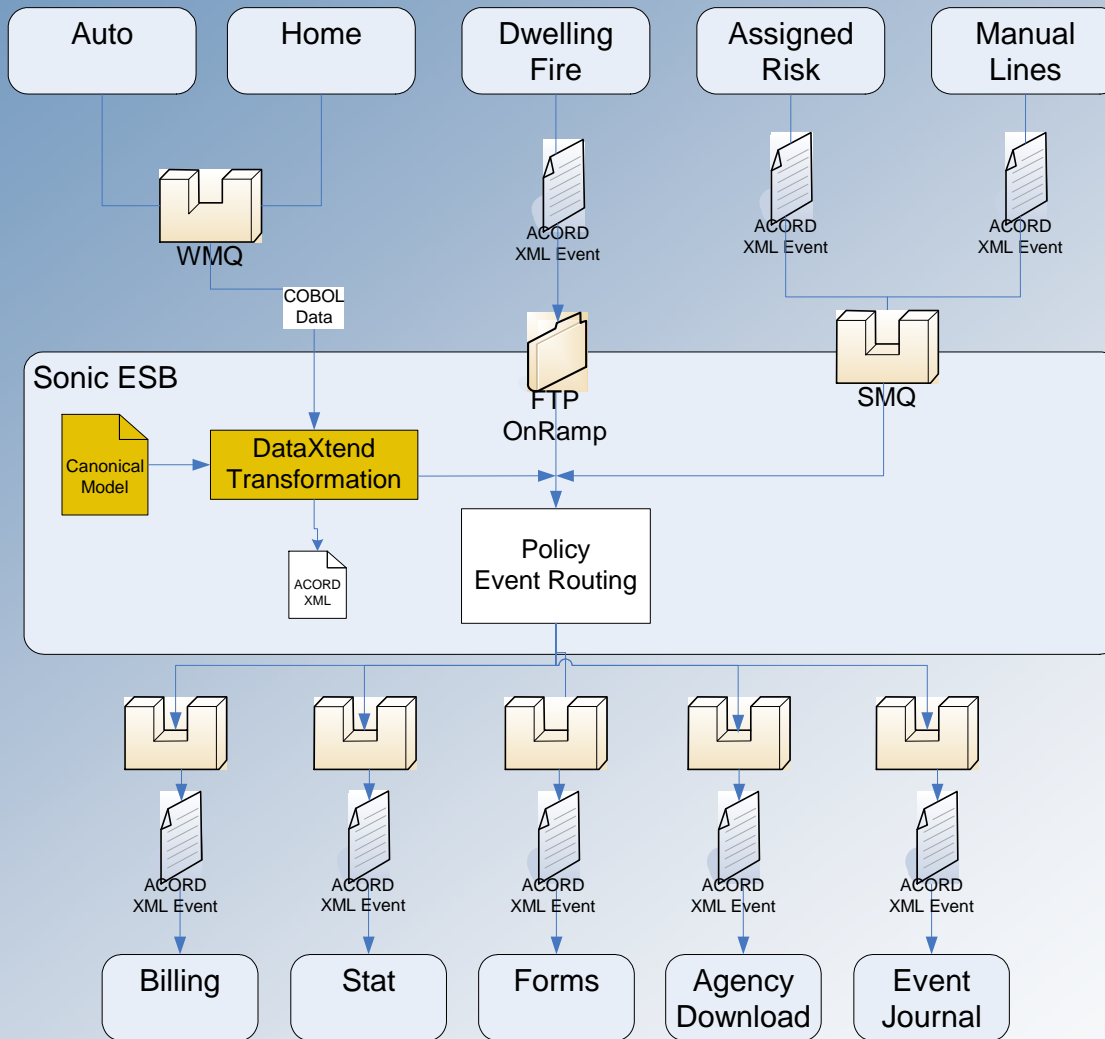
XML

```
<?xml version="1.0" encoding="UTF-8"?>
<ns:ACORD xmlns:ns="http://www.unitrin.com/ACORD1.11.0/Policy_1.0/xml">
  <ns:SignonRq>
    <ns:ClientDt>2008-08-20</ns:ClientDt>
    <ns:CustLangPref>EN</ns:CustLangPref>
    <ns:ClientApp>
      <ns:Name>PLIS</ns:Name>
    </ns:ClientApp>
  </ns:SignonRq>
  <ns:InsuranceSvcRq>
    <ns:com.unitrin_PersAutoPolicyEventRq>
      <ns:RqUID>c9ad651e-9bed-4d54-a1ca-5d141b238d04</ns:RqUID>
      <ns:TransactionRequestDt xsi:nil="true"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"/>
      <ns:TransactionEffectiveDt xsi:nil="true"

```

Results Sequence Snapshots Models

Deployment Architecture for Policy Distribution



Best Practices and Recommendations

SOA - IT Best Practices

- Start from model of IT services that align with terms used by business partners
- Identify/Prioritize services that will bring the most lift to the organization
- Create a governance structure that ensures consistency across services
- Even if the project is purely "technical", use business analyst to root out the corner cases

ESB Best Practices

- Get scripting for service/process deployment done early and create a repeatable process
- Isolate newer services in their own ESB containers so that resource utilization can be monitored closely
- Create standard process for fault handling
- Isolate On-Ramp processes from service implementation

Lesson Learned

- Get buy-in and project sponsorship from CIO level of the organization
- Work with business partners to help them understand the benefits of SOA and by extension the ESB
- Be sure to plan enough time for the integration of the clients to the services being deployed as Web Services or on the bus
- Centralized service development team is a good idea early in the ESB deployment cycle
- Interface is king – be sure to put in enough time developing your schema

Questions



Thank You