



# International Applications of ACORD Standards

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Program Manager, ACORD

# Introductions

## Speakers

- Robert Kelly, Chairman, Steadfast Group, Ltd
- Frank Liu, *C/O*, China Life Insurance
- Patrick Vice, Director IT, Frank Cowan

# Robert Kelly Steadfast

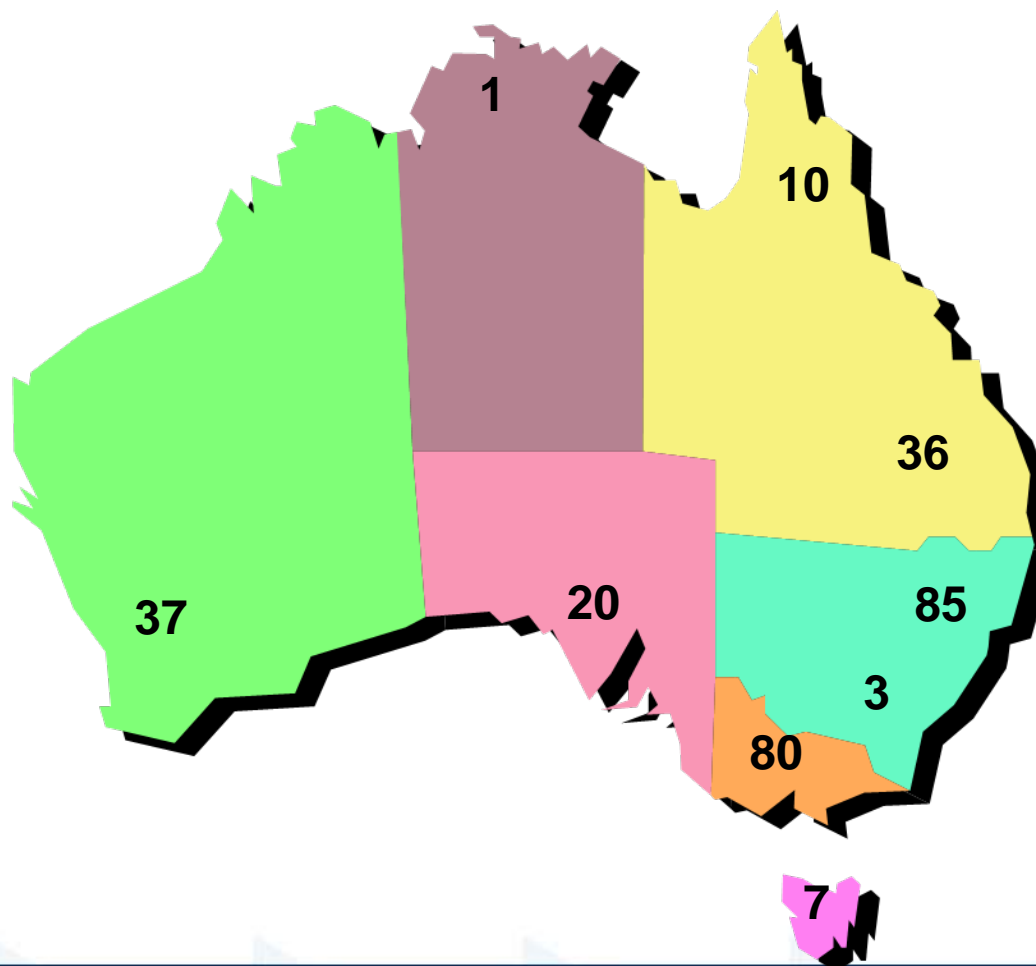
# About Steadfast

- Sales – AUD \$ 2.8 billion
- Offices – 400 across Australia
- Market share – 36%
- Largest autonomous Insurance Broker Group
- Commenced – 1996



# Shareholder Statistics

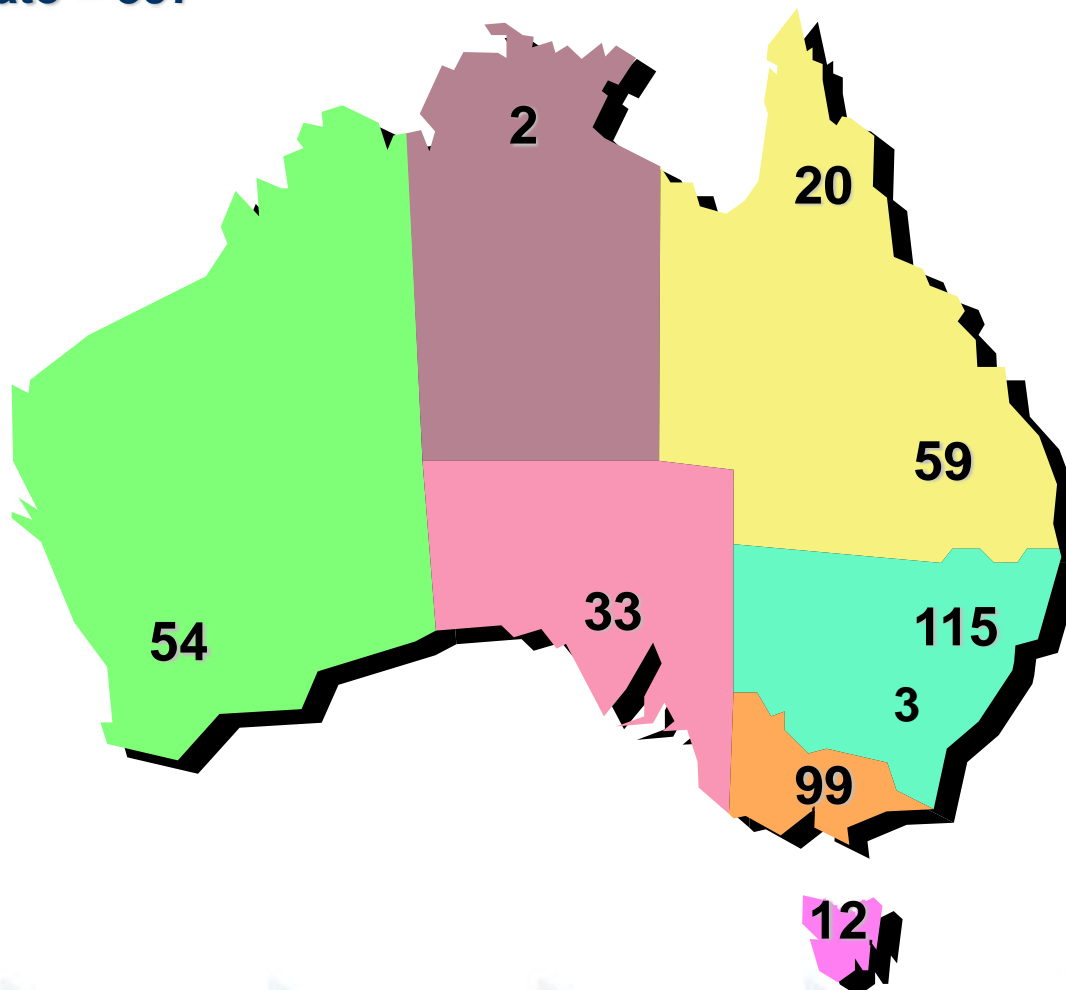
- Total Shareholders = 279



# Shareholders Statistics

Shareholder driven  
organisation

Offices Per State = 397



# Market Conditions in 2008

## Drivers

- Softening premium rates
- Inflation pressure
- Weakened investment markets
- Increased claim frequency
- Severe competition
- Market Consolidation

## Implications

- Cost reductions – reduced commissions
- Increase underwriting discipline
- Profitable growth
- Increase system transformation
- Loss of markets

# External Perspective

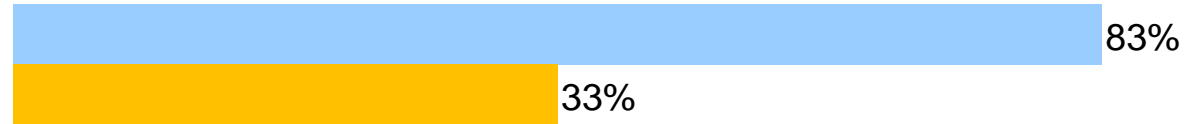
Accenture Global Survey 100+ leading insurance equity analysts.

Questions :

1. Which growth strategies will earn superior ratings ?
2. What are the most valued types of capital utilization?
3. How important is technology to the future of the industry ?

# Capital utilisation: What equity analysts value most

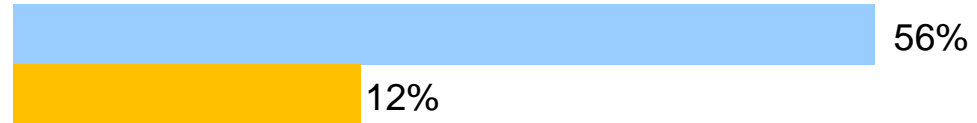
Share buyback and dividend increases



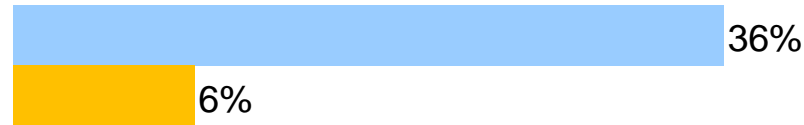
Operational efficiency improvement: transformation programs



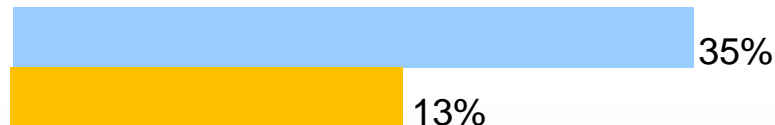
Product and service innovations





Mergers and acquisitions



Business line expansion



 In their Top 3  
 Number 1

Source: Accenture



# The frustration !

The image illustrates the frustration of navigating multiple insurance systems. At the center is a photograph of a man with his hands on his head, looking stressed while sitting at a computer. Blue arrows radiate from this central image to various screenshots of insurance portals and forms:

- Top Left:** Calliden insurance limited and Enterprise vero portals showing policy details and transaction information.
- Top Center:** Allianz portal showing a 'Business Pack' policy with details on coverages like 'General Property' and 'Machinery Breakdown'.
- Top Right:** QBE portal for 'Industrial Special Risks Insurance Application' with fields for business name, address, and contact information.
- Middle Left:** Zurich Business Insurance portal showing 'Situation 1 - Liability' and 'Cover 2' details.
- Middle Right:** CGU 'Professional Indemnity Insurance Proposal Form Addendum' and 'Employment Practices Liability Entity Cover Extension' forms.
- Bottom Left:** Lumley online portal showing a 'Commercial Pack > Policy Header' with details for a client named Dimitri Blowski.
- Bottom Center:** QBE 'Business Exchange' portal showing an 'Occupation Search' function with a list of ANZSIC codes and descriptions.
- Bottom Right:** Lumley motor portal showing a 'commercial/business vehicle proposal' form with fields for vehicle details and insurance terms.



# ACORD's Role in Australia

- Industry consensus driven
- Leverage international experience
- Tools – ROI Calculator
- Community : Not competition
- Unified Data Exchange
- Majority of key entities have become members

# Working with ACORD – Down under !

- First Australian Advisory Committee - Aug 08
- First Business & Technical Working Group - Sept 08
- Achieved Industry Collaboration on
  - Professional Indemnity due for release June 09
  - Industrial Special Risks – draft due July 09
  - AWSP agreed as Australia's way forward for messaging

# ACORD'ing' Steadfast

- Developed a message exchange platform (SVU)
  - ACORD messaging
  - Professional Indemnity electronic forms
  - Industry Special electronic Forms
  - Business Pak – in development (BOP)
- First ACORD message (Quote request) sent 13<sup>th</sup> May 2009
- First live implementation of ACORD standards in Australia

# Conclusion

- Thank you to the team at ACORD for their commitment to the Australian market

# Frank Liu

# China Life

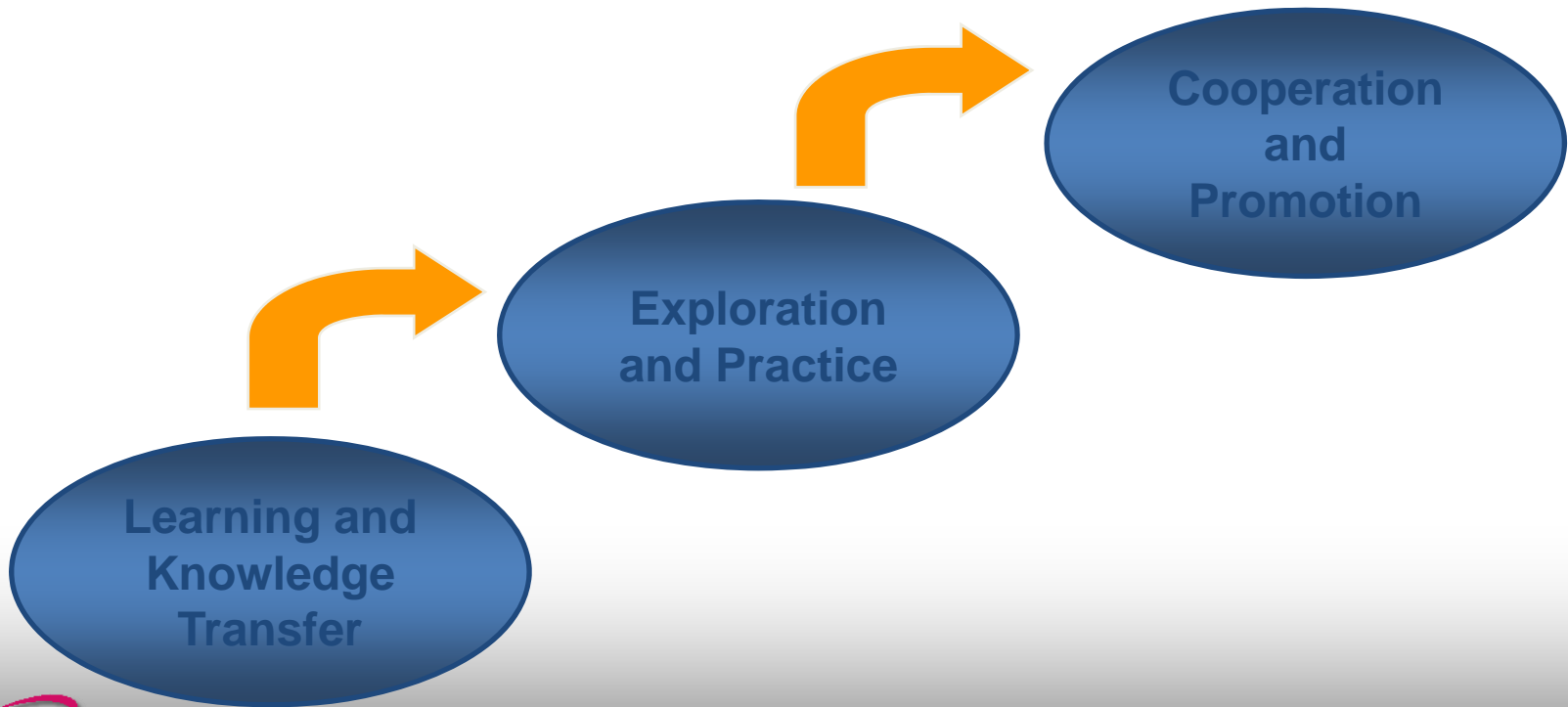


# Implementation of ACORD Standards at China Life



# Three Stages

*China life insurance Company Ltd. joined ACORD in April 2007, and became China's first insurance company member of ACORD.*



# Learning and Knowledge Transfer Stage

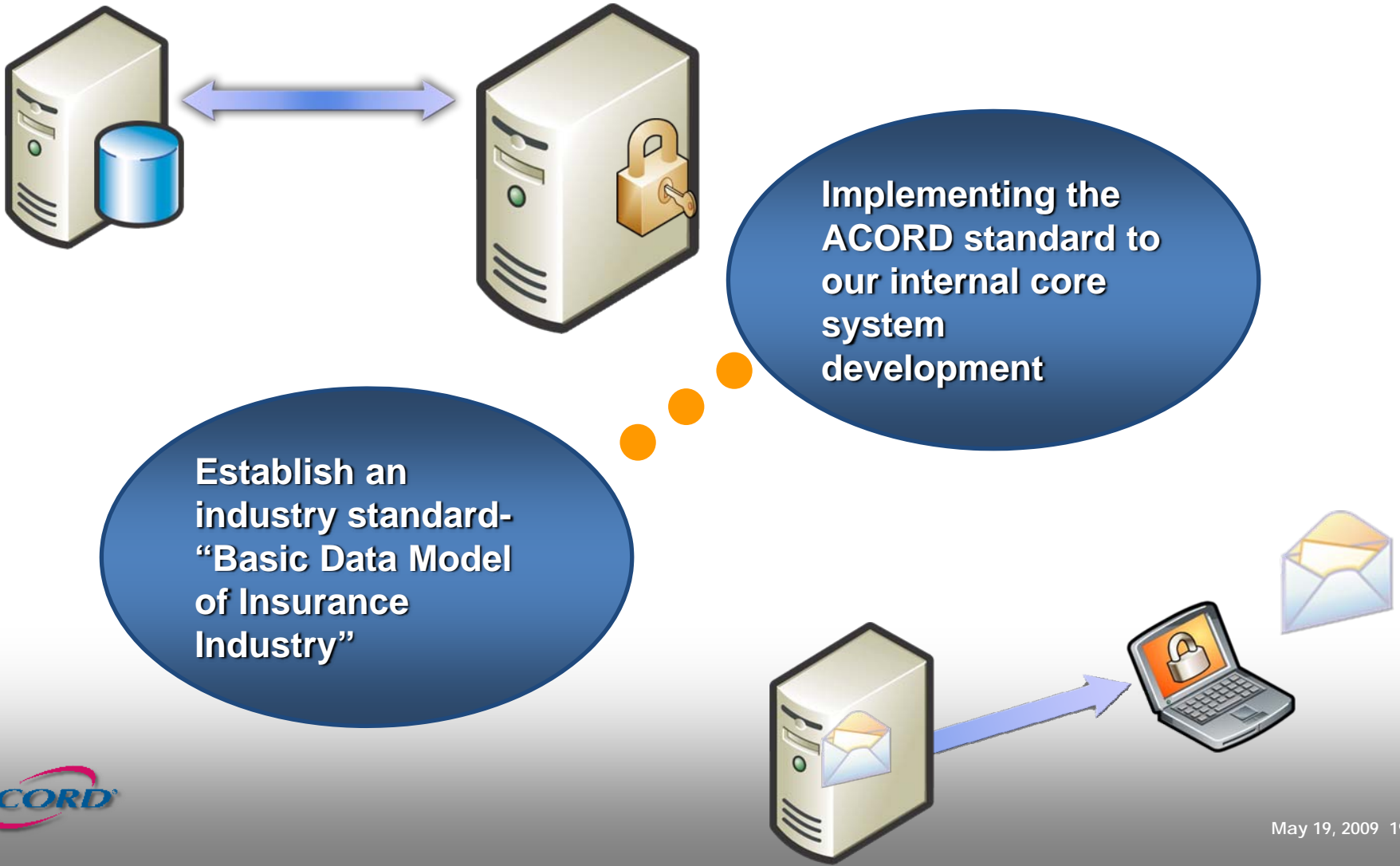


Studying the 99 transactions of 2.17 edition of the ACORD standard

Selected Agency Business Processing System (ABPS) for a case study

Translated 99 transactions and 392 objects into Chinese

# Exploration and Practice Stage



# Cooperation and Promotion Stage

Identified areas of the standard to be enhanced and submitted Maintenance Requests (MRs) to ACORD



Participated in the development of ACORD Standard Framework



Thanks!

Frank Liu



# Patrick Vice Frank Cowan Co.



# Implementing Standards for Large Commercial P&C in Canada

# The Players



- Canadian Managing General Agent
- Full Service (U/W, Claims, RM)
- Public Entities (Municipalities, Universities, Schools, Hospitals)

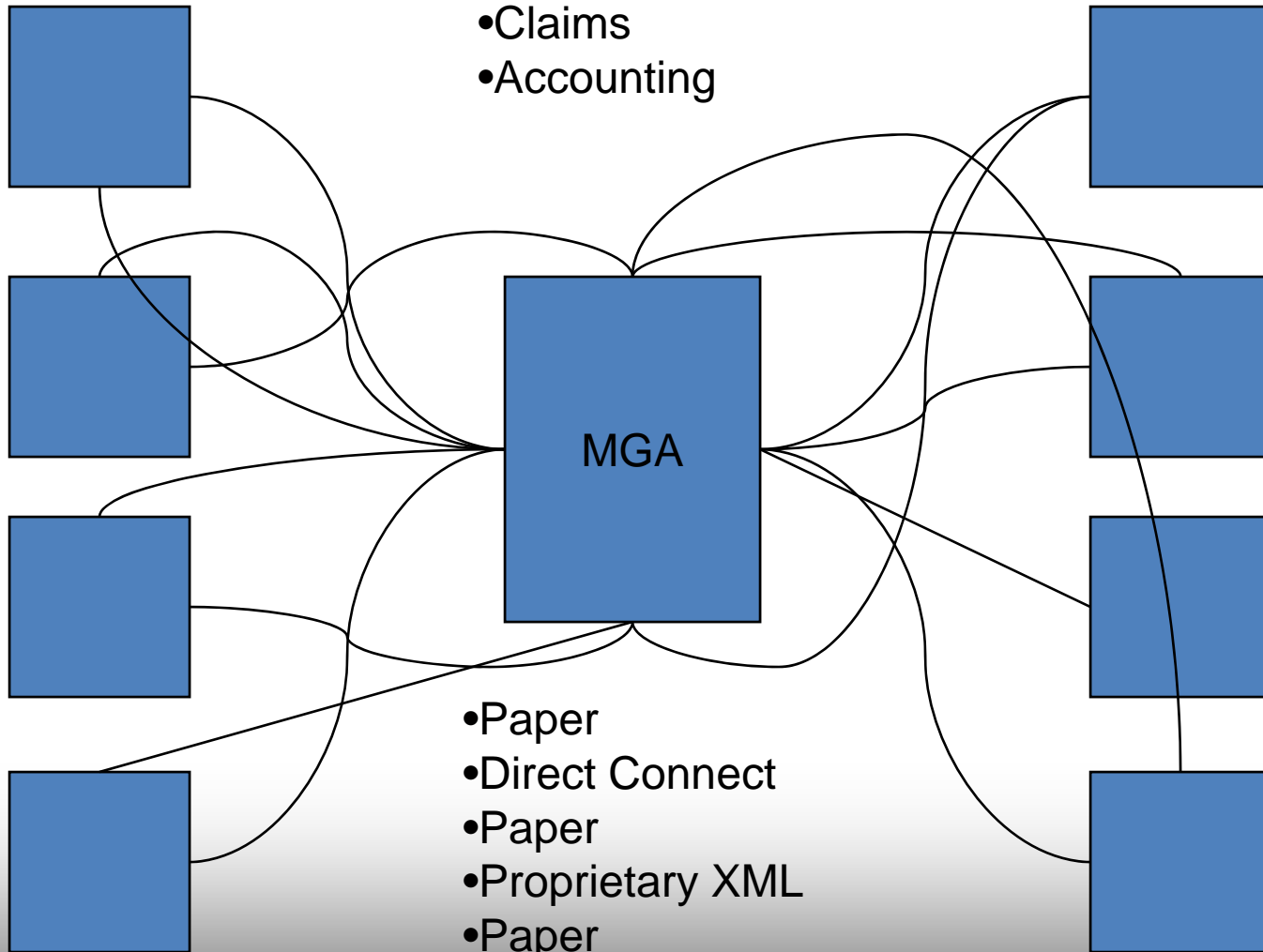


- Canadian Specialty Insurer
- Works Through MGAs, brokers, risk managers
- Member of Munich Re Group

# The Problem

Agents-Brokers(800)/  
Insureds (2,500)

Insurance Carriers (5)



- Policy info
- Claims
- Accounting

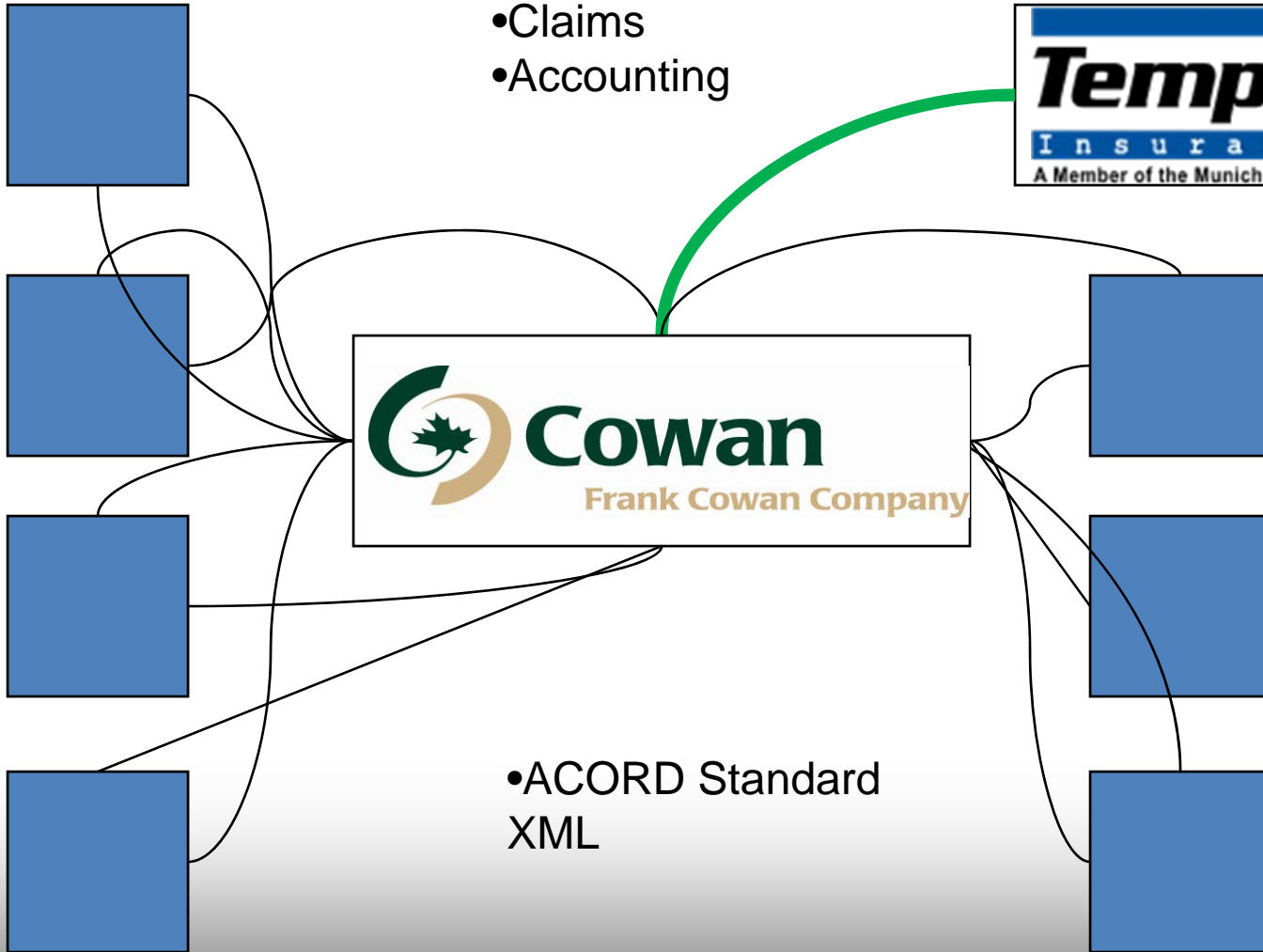
- Paper
- Direct Connect
- Paper
- Proprietary XML
- Paper
- Paper

# The Start of the Solution

Agents-Brokers(800)/  
Insureds (2,500)

Insurance Carriers (5)

- Policy info
- Claims
- Accounting



- ACORD Standard XML



# Standards Considered/Used

- RLC – Considered but not used
- AML Draft .7 – Property Schedules – in production, but will be put on hold
- PCS V1.1x
  - Casualty (and soon Property) Policy/Accounting Details in production
  - Claims (Notify) – Newly Developed – in Test

# FCCL Results/Next Steps

- In Production with Temple
- Received ACORD's 'Innovative Achievement' Award
- Other Markets interested
- Will be discussing with Risk Management Information System Supplier for providing Loss Runs to Insureds

Thanks!

Patrick Vice

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