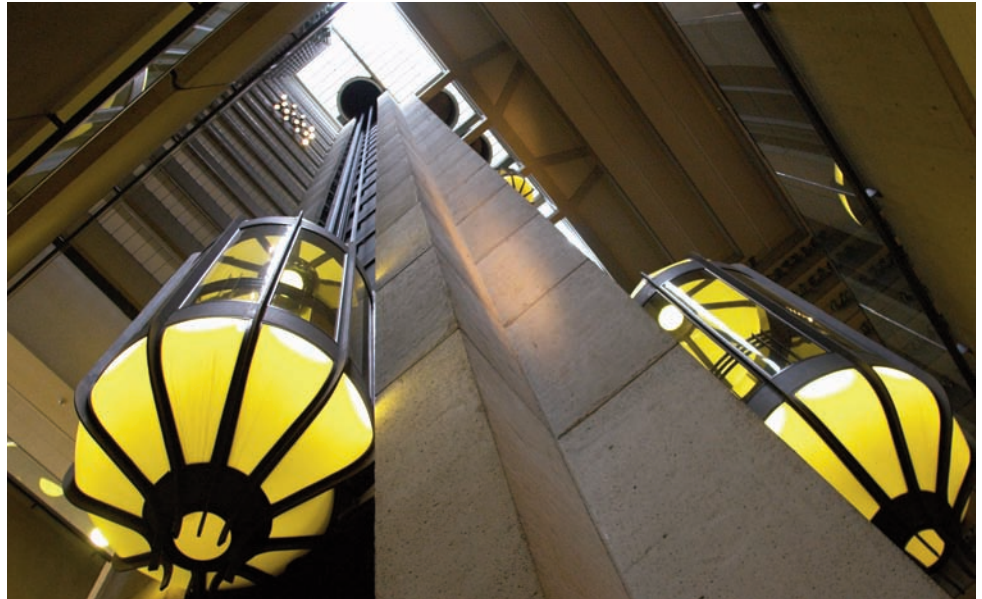


# Delivered on Demand, Global Insurance Solutions Sun™ and UniRisX



## Highlights

- Decrease time to market for innovative new products
- Gain insight into customers and synchronize information in real time across the enterprise
- Implement streamlined, end-to-end process control for the entire insurance lifecycle
- Trim IT budgets and move from technology as a capital-based expenditure to revenue-based business expense
- Choose from an in-house deployment or an on demand service
- Optimize the UniRisX solution with Sun™ technologies such as the Sun Java™ Composite Application Platform Suite, the Sun Java System Application Server, and the Java 2 Platform, Enterprise Edition
- Deliver the right products to the right customers on a variety of devices at the right time and price



Today's insurance carriers are facing an increasingly fragmented consumer market along with the commoditization of insurance instruments, causing increased competition for customers. Profitable opportunities exist for insurers who can adapt quickly to swiftly changing conditions, leverage and maximize multiple distribution channels, perform core business functions efficiently, and limit exposure to risk. Sun™ and UniRisX offer a solution that provides insurers with end-to-end process control that enables rapid introduction of innovative insurance products into global markets through various distribution channels.

### The UniRisX solution

UniRisX is an on demand global insurance service that enables insurers to swiftly create, launch, and manage insurance products via virtually any distribution channel, in multiple currencies and languages on a worldwide basis. Products based on UniRisX leverage real-time information, providing a competitive advantage by helping to ensure that users have up to date information when making critical business decisions.

### Acquire insight into customers

In the past, the limitations of available tools impeded efforts to gain insight into both customers and risk positions. Many legacy applications are unable to integrate with one another, restricting the amount of information that the organization can share.

Data often cannot be processed in real time, resulting in incomplete information that hampers the decision process. As competition escalates, product margins decrease, and regulatory oversight increases, insurers must gain a better understanding of customers to succeed. Furthermore, being able to up-sell and cross-sell additional products or focus on reinforcing existing relationships depends on synchronizing customer information in real time across supply and demand channels.

The UniRisX solution can integrate new and legacy applications, enabling data sharing across the enterprise. The seamless transfer of data can be achieved, such as uploading new user registration information, making it possible to integrate a single sign-on solution across multiple platforms.

In addition, data can be extracted from the UniRisX system and used with administrative systems such as general ledger applications. Figure 1 shows the solution structure, service-oriented architecture (SOA) framework, and business components.

**Streamline business processes**

Implementing IT systems that can preserve efficient business processes across the firm can be difficult. Siloed IT systems for different insurance applications create stovepiped information that cannot be easily shared. Different processes during the insurance lifecycle can require data to be entered into multiple systems, increasing the likelihood of costly mistakes and creating inefficiencies. In addition, the demand for increased capacity for financial transaction processing at reduced costs, along with shortened settlement cycles, is leading to a push for straight through processing (STP) capabilities across inter- and intra-firm supply and demand chains.

UniRisX automates and streamlines business transactions and processes, helping IT organizations to improve efficiency, eliminate errors and omissions, reduce administrative costs, and enable new business opportunities. UniRisX substantially reduces administrative cost and complexity through STP, and changes the way firms approach regulatory compliance. Based on rules entered, UniRisX reports on mandatory, optional, local legislative documents, clauses, exclusions, or wordings that must be included when writing policies. Specific regulatory, country, or state legislation documentation, fees, and taxes can be set up and administered automatically.

**Optimize efficiencies**

Multiple lines of business and products can be managed through a UniRisX centralized user interface. Automatic data entry validation and higher quality data capture reduce mistakes and omissions.

Automated procedures, compliant processes, and accurate policy writing — with minimal manual intervention — reduce errors and omissions and cut administrative costs. Carriers can grant third-party direct access to data and documentation to streamline the process and reduce information bottlenecks. Insurance quotes can be automated, enhancing customer service. Furthermore, UniRisX makes it possible to achieve contract certainty as full, immediate documentation is produced at point of sale.

**Speed new product introduction and respond to market demands**

Traditional insurance applications are not easily modified and cannot integrate with back-end enterprise systems, leading to a lack of agility and reduced competitiveness.

In order to compete successfully, insurers need IT departments capable of creating a flexible environment, implementing new distribution methods, and ensuring that the organization is strategically positioned to foster innovation. IT systems must be able to respond to changing needs faster, speeding time to market for new services and reducing the cost of integration and TCO.

Designed for any class of business delivered through a variety of single or multiple non-traditional distribution channels such as kiosks, PDAs, and digipens, UniRisX solutions enable business users to build any type of product, manage multi-insurer, multi-currency, and multi-language environments and leverage the full range of capabilities built into the UniRisX software.

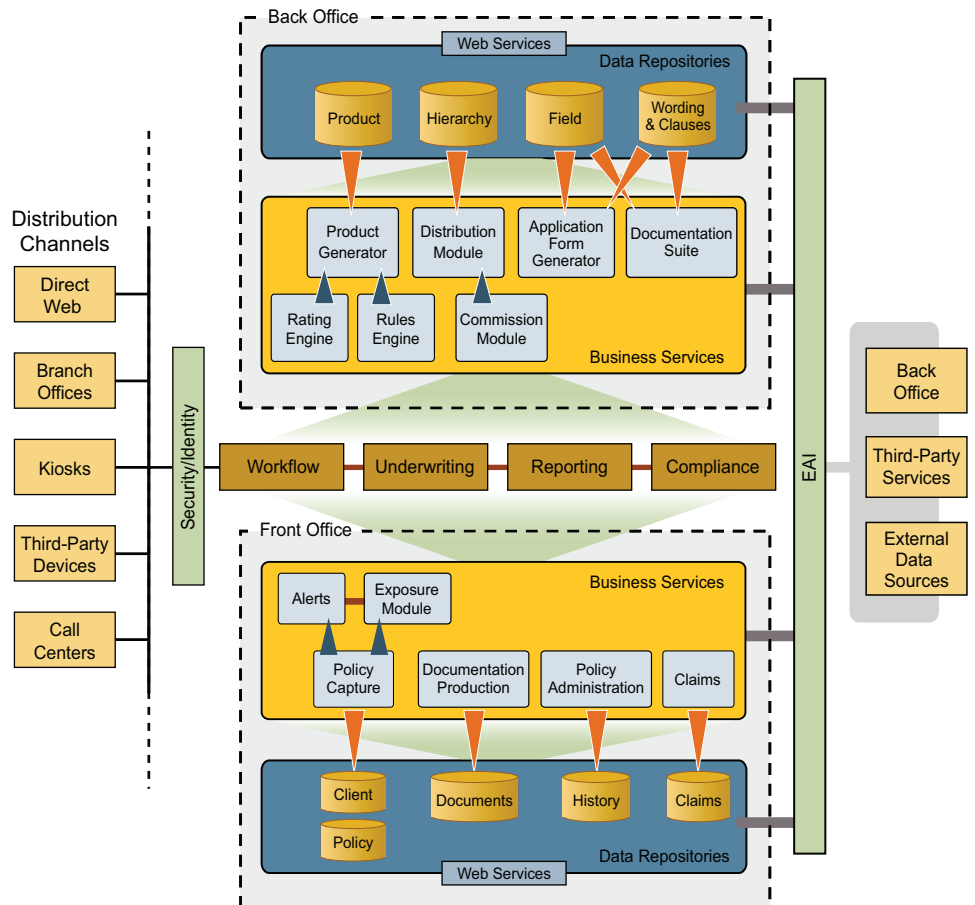


Figure 1. The UniRisX structure, utilizing a service-oriented framework with reusable business components.

As a result, different distribution channels can include mechanisms such as SMS over mobile telephones, browser-based devices, kiosks, or digital pens. The solution enables carriers to act on new business opportunities swiftly and assume a strong competitive position.

### **Strengthening financial positions**

The regulatory oversight that measures firms' solvency and mandates ample levels of capital to pay against claims is triggering mergers and acquisitions in the insurance industry in order for companies to maintain sufficient assets. Being able to demonstrate adequate reserves of capital requires executives to reduce costs and increase growth by adding profitable distribution channels and retaining and growing market share.

Many insurance companies are looking at methods to lower the cost of implementing new technology. Capital assets can be maintained while introducing new technology by moving from the model of technology as a capital expense to treating it as a periodic business expense. Outsourcing distribution to introduce and sell new competitive products, leveraging software as a service (SaaS) and paying for use rather than ownership of the software, along with *pay as you go* models are several possible ways to initiate new technology as a business expense. The UniRisX solution is available as a managed service, facilitating the use of an on request model and enabling restructuring of IT expenses. These methods entail low upfront funding, help reduce capital expenditures, and enable firms to try out new proofs of concept with little risk.

### **Minimize risk**

Insurers can benefit from accurate, real-time risk exposure information when making critical business decisions. The UniRisX user interface offers a variety of reporting tools to help monitor status.

Business users can obtain detailed monitoring and control information, including financial limits, geographical limitations, rating levels, aggregate controls, and compliance requirements. UniRisX parameters can be set to monitor distribution channels, providing a window into current utilization. Automatic alerts can help to control risk positions. In addition, transactions are controlled and fully audited for greater security and regulatory compliance.

### **Sun technologies boost the UniRisX system**

The UniRisX system leverages innovative Sun technologies, such as the Sun Java™ Composite Application Platform Suite (Java CAPS), the Sun Java System Application Server, and the Java 2 Platform, Enterprise Edition (J2EE™) to provide a robust infrastructure that delivers scalability, reliability, and performance.

### **Java™ CAPS and the UniRisX architecture**

Putting a service-oriented architecture in place makes it possible to integrate legacy applications with vital new insurance systems. Java CAPS enables existing insurance back end systems to seamlessly interface with some UniRisX services exposed as web services. Java CAPS offers UniRisX an easy way to interface with an SOA framework and expose UniRisX services in an SOA environment. Java CAPS can orchestrate and mediate the interaction between UniRisX and insurance back end systems with minimal disruption to the systems. Legacy systems, XML and Web services, message queues, Java applications, and interfaces can be integrated without costly and extensive coding efforts. Mediating system interactions with Java CAPS can help simplify and decrease integration costs, enhance business agility, and enable business units to regain visibility and manageability into heterogeneous enterprise-wide systems.

### **The Sun Java System Application Server**

The Sun Java System Application Server provides unlimited scalability, load balancing, and failover with a strong security model and integration with external security. With advanced administration and industry-leading performance, the open source application server provides the UniRisX application with easy to use centralized management, monitoring of clusters, and other advantages. Users can select development, cluster, or enterprise usage profiles during installation or runtime. New clustering capabilities enhance high availability and scalability for deployment architectures through in-memory session state replication, replicating session state in a ring topology and storing the replicated information in memory. The Sun Java System Application Server incorporates J2EE technology, resulting in a robust, secure, high-performance platform for building and maintaining new UniRisX financial instruments.

### **NetBeans™ software eases migration efforts**

UniRisX Limited successfully migrated the UniRisX Global Insurance Distribution Service, the core J2EE application, to the Sun Java System Application Server using the NetBeans™ development environment. UniRisX confirms that the rich development feature set of the NetBeans software, a strong open source IDE platform for development, profiling, and testing cycles, simplifies development efforts. In addition, add-on packs such as the NetBeans Profiler and the NetBeans Visual Web Pack neatly extend core NetBeans software functionality. The easy drag-and-drop UI framework of the NetBeans Visual Web Pack greatly accelerated the redevelopment of the UniRisX web tier. Andy Philpott, Operations Director at UniRisX, stated, "Sun proved to be a solid development partner for UniRisX and my developers, enabling a timely delivery on the NetBeans architecture, when time to market is so critical to our success."

### Sun x64 and SPARC® servers speed the UniRisX solution

With growing markets clamoring for high-volume applications, Sun hardware and software is ideal for handling large numbers of transactions. The Sun platform can keep pace and adapt to changing requirements, providing a flexible infrastructure for the innovative UniRisX system. Able to run on scalable Sun servers, UniRisX solutions can leverage Sun systems ranging from entry-level blades and rackmount systems to high performance, enterprise-class servers that can dramatically increase throughput and reduce energy consumption.

### The exceptional Solaris™ 10 Operating System

The powerful Solaris™ 10 Operating System (OS) is the result of significant investments in research and development, with innovative features to deliver performance, stability, and security. The Solaris 10 OS continues to set dozens of performance world records on a wide range of benchmarks covering a variety of workloads on x86, x64, and SPARC® systems. Because all Sun servers run the powerful Solaris 10 OS, organizations can start applications on a small system and move to a larger server with ease. The result is systems to fit every sizing requirement, enabling insurers to begin with a proof of concept and scale the solution as business grows. The UniRisX and Sun solution yields greater efficiency and performance while improving scalability and reliability. In addition, the solution helps reduce costs and shorten time-to-market for new offerings, accelerate delivery of services, and increase return on investment (ROI).

### Look what Sun and UniRisX can do

Sun and UniRisX solutions can help companies flexibly deploy new services, cut time to market, and contain costs as part of a successful business strategy.

### ACE achieves new efficiency with UniRisX

The UniRisX On Demand Global Insurance Service is helping the ACE Group of Companies with those challenges for its European Affinity business. ACE Middle East selected UniRisX and Sun to jointly design and build a state-of-the-art travel insurance product targeting the Schengen travel insurance market. Reaching distribution partners and clients and delivering products through multiple channels and partners more efficiently and cost-effectively over the Internet can enable ACE to grow business volumes substantially.

### A broker enhances service with UniRisX

A U.S. and Canadian wholesale broker wanted to increase brand penetration and win dominance in the marketplace. The complex network of over 350 global agents, brokers, and underwriters trading in international markets created an expensive, time consuming environment in which to deliver products and services. In order to gain visibility and enhance the brand with insurers, improved responsiveness to customers is necessary. Possessing a wealth of available information in the sales and delivery network, the broker utilizes the UniRisX solution to leverage the information and use it to the advantage of individual consumers. UniRisX helps to ensure the right products are delivered to the right customers at the right time and price, increasing customer satisfaction and profit.

Learn More

For more information, visit [sun.com](http://sun.com), [unirisx.com](http://unirisx.com), or contact your local sales representative.

### About Sun and UniRisX

A response to the international advances of the insurance industry, UniRisX provides global services to its clients. With a vision of helping both large and small financial services organizations to write and sell insurance instruments into new markets, UniRisX focuses on providing the means to do so both domestically and overseas with unprecedented speed. Providing a key component of Sun's Finance on Request solution for Web-based general insurance products, UniRisX helps provide insurance solutions that leverage existing functionality, integrate back end systems, and incorporate a consistent look and feel.

Drawing on years of experience in financial services, Sun's advanced technologies and solutions are designed to help IT departments adapt immediately, deliver extreme real-time security and availability, and ensure data integrity with full accountability. With unique expertise in Java technology and service-oriented architectures, and a network of global technology partners, Sun can help clients launch sophisticated next generation services with confidence.



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