

VISIBILITY AND SCALABILITY FOR OPERATIONAL EXCELLENCE



MAPFRE

Customer

MAPFRE is a global leader in insurance, at the top of the market in Spain, among the top 10 insurance providers in Europe, and the leader in non-life insurance in Latin America. MAPFRE serves 27 million customers in 49 countries. A Software AG customer for nearly two decades, MAPFRE started with Adabas and now also uses ARIS and webMethods.

Industry

Insurance

Opportunity

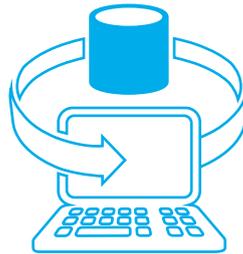
- Improve functionality and performance of existing operational management system
- Increase scalability to support global operations
- Integrate systems and processes across the enterprise
- Simplify the development of new business solutions
- Improve collaboration between business and IT

Solution Set

- ARIS Business Server
- My webMethods Server
- webMethods Business Process Management Suite (BPMS)
- webMethods Composite Application Framework
- webMethods Integration Server

Key Benefits

- Transparent system boosts productivity and helps MAPFRE avoid duplicate work
- End-to-end visibility to identify bottlenecks
- Improved system response time
- BPM Competency Center for process improvement aligns business and IT
- Integration of more than 10,000 users in 5,000 locations



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TO IDENTIFY BOTTLENECKS



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BPMS for a global strategy

MAPFRE has established itself as the market leader of the insurance industry in Spain and is quickly expanding in the international market. This rapid growth poses certain organizational challenges as the company looks to coordinate operations across the globe. The international market is particularly competitive due to the residual effects on prices after the global financial crisis in 2008. As a result, insurance providers are being pressured to become more efficient and do more with less. MAPFRE decided BPM was the solution that

would provide the scalability and efficiency needed to get ahead in the global marketplace. MAPFRE's first iteration with webMethods was with its foreign subsidiaries in Latin America in 2007. In 2009, the company launched a pilot project in a few of its regional centers in Spain. This project had positive results that ultimately influenced the decision to use webMethods as its corporate BPMS. The most recent BPM project at MAPFRE has been the enhancement of its operational management system.

"SGO v2 will provide us the robustness required to face business challenges, either adding new business processes or expanding our processes to external partners."

— **Gustavo Rodriguez de la Fuente** | Head of Enterprise Integration, MAPFRE

Operational management

MAPFRE's operational management system, referred to internally as the Sistema de Gestión Operativa (SGO), is one of the main applications used by the company's commercial employees in Spain. The system has been enhanced with webMethods in order to give it the scalability and added functionality that the business requires. The latest edition, SGO v2, has integrated more than 10,000 users in 5,000 different locations. To date, approximately 145,000 process instances are completed and about 430,000 tasks are managed per month.

The SGO is an operational tool used to send and escalate requests to technical areas or central services for certain cases when brokers, agents or sales managers require special authorization. This can include policy issuance, endorsements, policy cancellations, receipts management or requesting price quotes on specific products.

One of the main features of the SGO is the corporate task inbox, which allows users to see what requests are pending, who made them, when they were made and what their current status is. This is a significant improvement over the old email-based process, which was slow and nontransparent. Now it is possible to track every request and see who is working on it and how long it takes to process. The new system makes it easy to find any bottlenecks that might exist and determine if either the process itself needs to be improved, or if staff needs to be balanced out.

Another useful aspect is the automated escalation flow. If a request has not been processed within a certain amount of time, the system automatically issues an escalation to the necessary parties so that the task is carried out in as short a time span as possible. This ensures better compliance with SLAs.

SGO v2 has also been fitted to accommodate new developments in the future, such as the incorporation of new user groups or the addition of new functionalities.

Main framework features include:

- Dynamic generation of user menus
- User roles and capabilities management
- Corporate task inbox
- Specific filters for process tasks
- Access to applications, user interfaces and human tasks
- Operational monitoring both on an individual level and in aggregate

BPM Competency Center

MAPFRE has created a BPM Competency Center to support its BPMS strategy. The Competency Center is made up of process experts who work as intermediaries between business and IT and ultimately report to the company's CIO. Business users can define requirements or suggest how existing processes can be improved, while the IT side is responsible for defining the necessary methodology and implementing the right solution. The process expert translates the business requirements into more technical terms that IT can work with. This has improved collaboration within the company and has made it easier to develop and improve processes, allowing MAPFRE to get the most out of its BPM solution.

Going forward

SGO v2 has ultimately had a positive reception among business users who were happy to report that it now runs much faster and allows them to be more productive. MAPFRE has nearly finished phasing out its previous BPM platform, which will soon be completely replaced by webMethods. Once that has been implemented, the next steps in the SGO v2 project will be to upgrade from webMethods 8.2 to 9.7 and from ARIS 7 to ARIS 9. These upgrades will make the entire system more scalable and responsive.

In addition, new processes are currently in the works and set to be deployed this year. Thanks to the BPM Competency Center, the company will be able to continue to generate new processes while improving existing processes with ease. All of these improvements will allow MAPFRE to operate more efficiently and better serve an increasing number of customers around the world.

ABOUT SOFTWARE AG

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