

The Lloyds Exchange and Document Composition with ITP

Introduction

The placing of insurance in the London Insurance Market has been reliant on manual processes and hardcopy documentation, since its formation. The associated inefficiency; the high cost of handling paper, the lack of control, the lack of immediate availability of records and the delays in serial distribution of paper have led market organisations to seek methods to improve this situation by supporting the placement of business with electronic processes.

The Lloyds Exchange is intended to underpin the electronic exchange of information to support the 'face-to-face' placing process inherent to the London Insurance model.

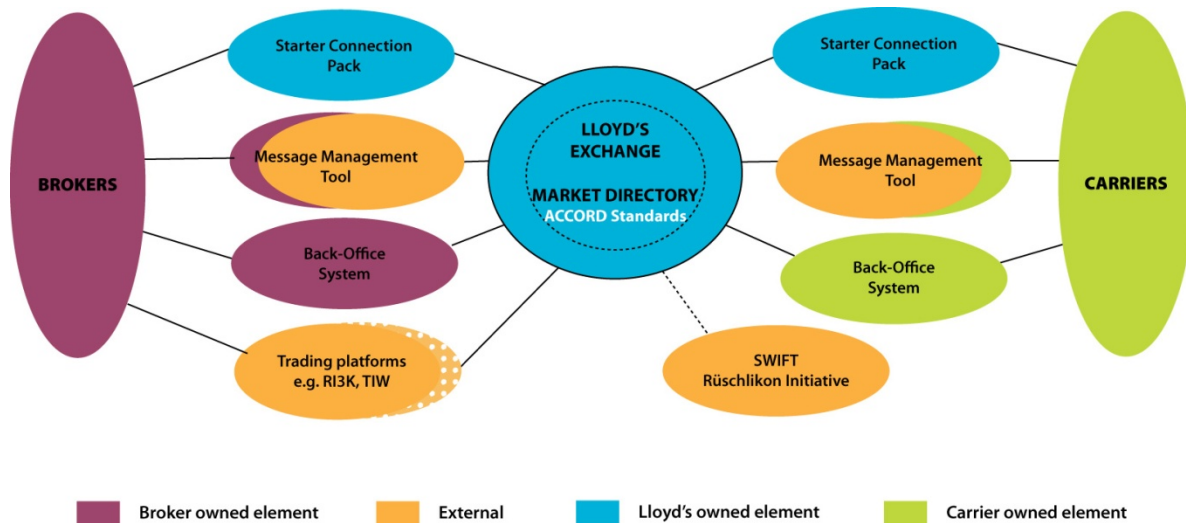
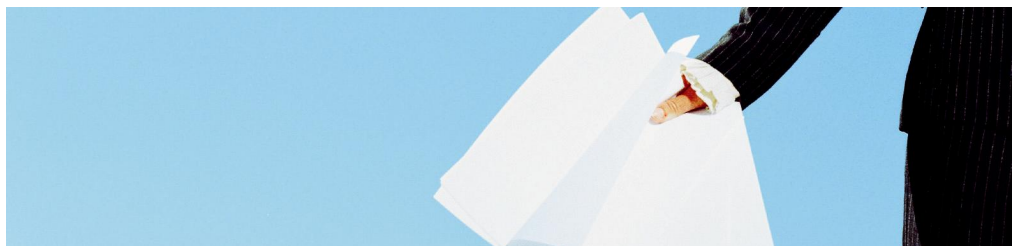


Figure 1 : Lloyds Exchange Schematic taken from Lloyds website - www.lloyds.com

Lloyds Brokers originate the documents central to the placing process - the MRC (Market Reform Contract) and MRCE (Market Reform Contract Endorsement). They now need to address a series of general challenges related to their production and distribution, as well as specific issues related to the 'electronic placing' scenario. These currently include:-

- Adherence to Contract Certainty
- Creation of the primary placing document, which meets market standards
- Production of a structured data set, ultimately required to construct the relevant ACORD message
- A structured email (for the 'endorsements by email' process), which meets market standards and to which the MRCE document is attached

The ITP Document Platform from Aia Software can play an important role in satisfying the above demands and enabling Broking organisations to quickly gain benefit.



How can this happen?

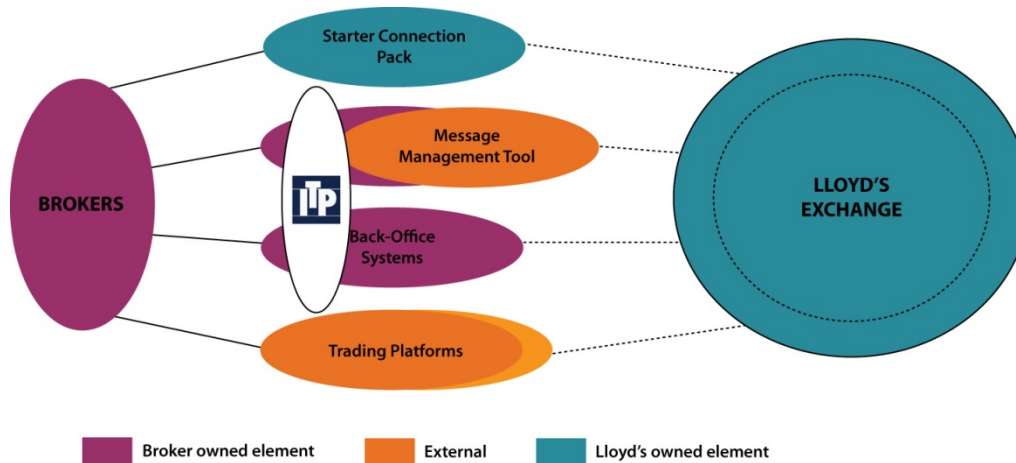


Figure 2 : Modified Lloyds Exchange Schematic showing ITP's positioning in the e-Placing context

ITP Positioning

In the e-Placing environment, The ITP Document Platform would fit into the Lloyd's Exchange landscape as indicated in the above schematic. Two scenarios are implied.

In the **first** (the uppermost of the two) the e-Placing 'package' produced by ITP would be 'presented' to a third party 'Message Management Tool' or Gateway, which would provide connectivity to the Lloyds Exchange. This functionality could also be provided by a third party Broking application. In the **second** scenario, the e-Placing package would be 'presented' to an equivalent internal solution developed by the Broker.

ITP Document Platform Functionality

Essentially, the role of ITP in e-Placing is to:

- Enable production of appropriately structured and compliant* primary e-Placing documents i.e. MRC or MRCE
- Enable production of supporting documents e.g. Additional Information attachments
- Automatically generate appropriately structured 'email bodies' in the case of e-MRCE email option.
- Automatically generate a structured data file for subsequent ACORD message creation

Consequently, an ITP based solution can meet the challenges faced by the Broker, which were summarised in the Introduction to this paper.

* Refers to 'Contract Certainty', to which ITP can help to support adherence.

Solution Integration

By integrating the ITP Document Platform with an organisation's existing **broking application**, all relevant data can be accessed, thus eliminating duplicate entry.

Also, additional data may be **captured** in a browser-based application during the ITP document production process and can be made available for subsequent usage.

By integrating with either a third party **messaging gateway** or equivalent solution component, the distribution of e-Placing packages to market participants can be automated.

Workflow control is key to the effective management of e-Placing processes. Again, the ITP Document Platform can bring additional value in this regard. The production of the e-Placing package could be triggered from a 'workflow 'event and the submission of the package to a messaging gateway could cause another workflow event to be 'ticked', for example.

Next steps

To learn more about how ITP can help you to meet the challenges of e-Placing, please contact the Aia Software UK Sales team.

Offices

<p>The Netherlands, HQ</p> <p>PO Box 38025 6503 AA Nijmegen The Netherlands</p> <p>+31 24 371 0230</p> <p>info@aia-itp.com</p> <p>www.aia-itp.com</p>	<p>United Kingdom</p> <p>3rd floor Cumberland House 24-28 Baxter Avenue Southend-on-Sea Essex, SS2 6HZ United Kingdom</p> <p>+44 1702 335887</p> <p>info@aia-itp.co.uk</p> <p>www.aia-itp.co.uk</p>
---	---

About Aia Software

Aia Software is a leading worldwide provider of document solutions. Our ITP Document Platform enables your employees to compose relevant and personalized business-critical documents. Over 800 companies use ITP as one integrated solution for automatically producing large numbers of standard documents, composing sophisticated individual correspondence from text blocks or dynamically filling in digital forms. It seamlessly integrates with your business applications.

Aia Software is part of the London Market Network – a group of Microsoft Gold Certified Partners that work together to serve customers in the London Insurance Market.



Business Empowered Communications

Organizations and markets change rapidly. The document creation process must be able to follow these changing conditions as flexible as possible. In order to achieve this agility, Aia Software strongly believes in its business oriented strategy: 'Business Owned, Business Managed, IT Controlled'. Key to this is transferring responsibilities for document and text block management back to the users. The ITP Information Architecture has been built in such a way the content is managed separately from the business logic and technology. The solution is designed to be flexible wherever possible, whilst giving full control where needed.

Business Owned means that knowledge workers are the experts in their field and they typically own the business processes. They know why their documents are designed as they are - and why and how to change them. This often is already embedded in organizations.

Business Managed means giving knowledge workers all the necessary tools to create or change documents. Today, this is an IT responsibility in many organizations.

IT Controlled reflects the essential manageability, security and technical stability of the solution. The software must keep running reliable and not interfere with other parts of the IT infrastructure. This is one of the reasons ITP is developed as a server based solution.

Dividing IT and business responsibilities will result in **Business Empowered Communications**.

ITP Product Portfolio

ITP/OnLine Server: Advanced browser-based document composition

ITP/OnLine Server is a web-based document creation and distribution solution that supports office workers in composing complex correspondence and other business documents. With its browser-based user interface and its use of API's, it can easily integrate with any business application and use data from any database.

ITP/Server: Server-based document composition

ITP/Server is a server-based solution for running ITP automated documents to compose business communication. It can be used as a controlled batch environment or as an on-demand document composition server. Typical examples are renewals of insurance policies, mass mailings, reminders, yearly statements and individual documents that are produced on demand but that do not require rich interaction.

ITP/MDK Repository: Model Document Library

The ITP/MDK Repository is a client-server application that provides a complete management and development environment for ITP model documents (templates). The server provides secure multi-user access to a central database that stores documents, building blocks and ITP models. The client application offers a structured view on the objects within the database. Documents and models are organized in projects and folders. This single view provides insight into the relationships between the objects.

