



Clal Insurance is one of Israel's largest insurers and a member of the prominent Clal holding company. In a competitive market, Clal must continuously improve its business processes, making information more easily available to its managers and agents while reducing the costs of management and distribution. Clal chose Picom, a flexible and cost-effective system that met these core objectives: cutting costs while providing employees with the informational derivatives they needed to make effective decisions.

Picom Reduces Costs and Improves Information Availability for Managers and Agents of Clal Insurance Corp.

Clal Insurance is one of Israel's largest insurers and a member of the Clal Group, one of the country's leading holding companies. During 2001, Clal Insurance reached a crossroads regarding its information-management processes – a mission-critical function for a financial-services provider.

Clal needed to speed the availability of insurance information to its managers and agents, and simultaneously to reduce the cost of managing and distributing that information. Clal sought an efficient and intelligent solution based on user-friendly Internet technology, one that would enable management, retrieval, and distribution of information easily and securely while providing users with the integrated information and analysis capabilities they needed to make effective decisions.



The Challenge...

The 130 employees of Clal Bit Systems, another Clal Group subsidiary, provide information and data-processing services for Clal Insurance and other subsidiaries. Clal Bit was tasked with evaluating alternatives, implementing the best solution for Clal Insurance, and maintaining the company on a profitable path.

An organization as large and complex as Clal Insurance heavily emphasizes the availability of information to its employees, managers and agents. The objectives were to significantly improve the organization's information availability by using the latest technology and to reduce operational costs associated with information processing. Implementing the Picom system enabled Clal Insurance to meet these objectives.

...And the Solution

Picom's solutions enable integration and transfer of information within insurance companies as well as to outside entities such as agents and customers.

"The proper decision-making process for insurance companies," says Gary Libfrand, Project Manager at Picom, who reviewed the Clal Insurance project, "is based mostly on how well such companies consolidate information from the organization's existing insurance systems, create an integrated display of the customer-centric information, and then transfer it to all the organization's users.

"The challenge in merging the information from Clal Insurance's varying sources was not a simple one, but Picom has a dedicated solution for medium- or large-sized financial organizations operating heterogeneous information systems. Clal Insurance fits that category."

Picom's technology is based on intelligent capabilities to develop reports and query results for classifying information and building a consolidated data dictionary. The Picom IID (Information Integration and Delivery) package integrates information from different systems such as reports, queries on heterogeneous databases, MS Office documents, and Websites; builds secure Information folders for users; analyzes them for the company's employees and agents; and integrates it all on leading organizational portals such as those supplied by IBM and Oracle.

IID is complemented by Picom's ERM (Enterprise Report Management) application, an intranet-based solution that includes management of reports and organizations and can also be used as an audit tool for information integration and storage, archive management, and automatic distribution of reports in any format.



Implementation and Integration

In January 2002, after a pilot test, including distribution of reports to the employees and managers of Clal's life insurance division, the system went live. At the time, Clal Insurance managers realized they had found the solution they needed, now, more than a year later; the system is seamlessly serving more than 300 users.

In fact, Picom's solutions exceeded the preliminary requirements and expectations of the hundreds of Clal Insurance employees who sought a solution that would make their work flow more efficient.

"During the second phase Clal Insurance decided to distribute via e-mail secure information folders to the agents, which include the report and information derivatives in various formats," says Gary Libfrand "This means that Clal Insurance stopped printing and distributing all those reports. In the next phase Clal Insurance intend to move to distributing information reports for elementary insurance. In the last phase, Clal Insurance hope to stop printing the actuarial and bookkeeping reports."

Rapid Return on Investment

Picom's success at Clal Insurance is a prime success story, one of a number on both sides of the Atlantic. RIMC – Rural Mutual Insurance Companies – an insurer in Madison, Wisconsin, installed Picom IID during 2002 to securely distribute agent information folders via portal for the company's hundreds of agents. The solution was provided by Picom together with one of its business partners, Tritech Financial Systems, which specializes in computerizing insurance companies.

"Picom's solutions have a direct impact on insurers' operating and distribution costs," says Gary Libfrand. "Similar to RIMC, Clal Insurance realized an immediate and measurable reduction of hundreds of thousands of dollars each year in operating expenses, which has already returned the preliminary investment by all the companies.

"Clal Insurance has already requested that we increase our cooperation with them, and expand the implementation by doubling the number of users next year. For us, this is clearly the best vote of confidence in us and in our product."