

BIPT wins Sunshine State with IBM-based solution



Overview

- **The Challenge**
Win client away from entrenched competitor with new technology
- **The Solution**
IBM-hosted TiVA from BIPT
- **The Benefit**
Maximized agent production and quicker, more efficient service for customers

Supporting today's virtualized insurance industry

With the trend in the insurance industry moving to nimble firms that are more and more virtualized, there is greater and greater need for partners to fill the infrastructure gaps. And that's just where BIPT, Inc. puts its focus.

Headquartered in Sarasota, Florida, BIPT develops integrated, end-to-end insurance solutions for today's insurance marketplace. TiVA, BIPT's flagship solution, provides the property and casualty insurance industry with a Web-based, comprehensive policy and claims administration system. The Software as Services solution integrates rating and quotation, underwriting, claims, and accounting management functions, and provides tremendous value by reducing maintenance downtime and costs.

Joining with IBM to deliver Software as Services

BIPT is no stranger to IBM. Early on, BIPT saw the need for an innovative way to process policies, and developed its first Internet-based solution on Lotus® Domino®. Today, BIPT provides Software as Services insurance solutions built on IBM software, hardware and hosting products and services, which are ideal for small to midsize insurers that don't want to invest in IT infrastructure.

Recently, BIPT joined the IBM Managed Hosting - application enablement program (AEP), available through IBM PartnerWorld, and is in the process of converting all its customers to IBM e-business Hosting™. Not only did the move make sense financially and from a product support standpoint, the AEP also gives BIPT access to joint marketing funds and opens the door to potential new clients.

“The IBM architecture we've chosen allows us to support our small and midsize customers in a cost-efficient manner, then scale up for a large company, should one come knocking.”

– Rick Caudill, VP, Sales & Services, BIPT, Inc.

Boosting agent efficiency, cutting costs

In the insurance industry, teaming with IBM can be a major selling point. Since the world's top insurance carriers rely on IBM technology to run their operations, there is already a very high confidence factor built in. And Sunshine State Insurance Company (SSIC), a privately held domestic insurance company, was no exception.

While SSIC was a longtime customer for ancillary BIPT products, the insurer was using a competitor for the bulk of its policy administration. During the course of two years, BIPT was able to win SSIC over to the full TiVA solution. SSIC was impressed that not only is TiVA a comprehensive solution that meets all its policy administration needs, it is also browser-based, providing anytime, anywhere access. What's more, SSIC's comfort level was enhanced by the fact that TiVA is a "true blue" solution — based on Domino, WebSphere® and DB2®, and hosted by IBM.

Working with the TiVA system allows Sunshine State to service our customers from any place at any time, and agents can respond immediately to customer questions without having to contact us first."

— Michael Cratem, VP Underwriting,
Sunshine State

Implemented in early 2004, TiVA helps SSIC better serve independent insurance agents by removing the manual underwriting process from their workload. Agents can provide faster and more efficient service to their customers, and by maximizing production, SSIC is saving significant time and money. Indeed, the Florida implementation has proven so successful that SSIC is now expanding to other states, with the help of BIPT and the TiVA solution.

Learn more

To learn more about BIPT and TiVA, visit: bipt.com

Through the IBM Managed Hosting - application enablement program (AEP), IBM works with leading independent software vendors to assess, transform and deploy their software in on demand business environments. Since the program's launch in 2002, IBM has engaged with more than 70 leading ISVs worldwide.

Join IBM PartnerWorld® today by visiting ibm.com/isv. While there, find out how Software as Services can benefit your company and learn more about the AEP.

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