Modeling P&C Insurance Products

OBEO

Customer Profile
- More than 2,8 million of members
- Sales: € 3,15 billion in 2011
- Managed assets: €12,5 billion

MAIF ASSUREUR MILITANT.

Industry Sector
Insurance

Application Category
Product management workbench

The Need

MAIF is a french insurance company with 2.8 millions insured members (ranked 5th in number of insured vehicles and homes in France).

The insurance company needed a tool providing a structured, centralized and unified vision of P&C (property and casualty) products (e.g. fire or accident).

The goal was to provide insurance business experts with a dictionary to help specify their marketing offers and the characteristics of their products.
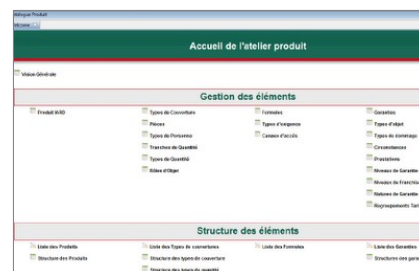
The solution needed to enable users to directly configure the business part of the Information System (mainframe, intranet and new web apps).

The Solution

The solution is a product catalog based on Obeo Designer, composed of:
• a product workbench (based on Eclipse) to define and administrate the product structure
• a repository to store the models
• a business rules engine (based on JRules) to manage and execute the rules relative to the products
• a publisher system based on web services and html generation

It provides graphical representations to create, modify, consult, version and validate the products.
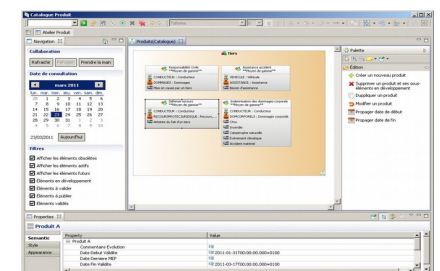

Insurance Service Catalogs

The Result

The product workbench is used by MAIF P&C experts to define the products and administrate their life-cycle.

Obeo Designer was selected in order to speed-up the definition of a large number of dedicated views and to develop and facilitate their maintenance.

Without the need of specific IT developments, the deployment of new insurance products is reduced from a month to about one week.

This new approach increases the agility of P&C products deployment by reducing the gap between business experts and IT.

Guarantees Configuration of a Marketing Offer

Additional Developments
- *RCP customization to simplify the workbench*
- *LDAP integration*
- *SVN integration*

"Obeo Designer and its DSL/DSM approach allows our experts to define a grammar restricted to a business domain. This approach also obviates the need for a technical model thanks to graphical representations on the model and configuration."
David Ravel, MAIF IT Department
Business Solution Construction Division