

Infinity Property & Casualty Corporation

Client Turns to Keane for Application Development and Integration

Abstract

Infinity Property and Casualty (Infinity) was created in 2003 by a consolidation of five personal auto companies/divisions formerly controlled by American Financial Group. One of these divisions was the Personal Lines Division of Great American Insurance Group (Great American), a Keane client since 2001. Positioning itself as a leader in the automobile insurance industry, Infinity adopted a channel strategy of selling its products and services exclusively through independent agents.

To achieve the goals of both firms, Great American sold a majority of the existing Direct book of business, that originally resided within the Personal Lines Division, to Response Insurance (Response). The divestiture of the Personal Lines Division, a new channel strategy, and sale of insurance business resulted in significant IT systems implications and requirements across all three companies. It was imperative that mission-critical financial, compliance, and claims data related to the direct channel business be redirected from Great American's insurance systems to feed Response's applications as of the effective date of the sale. Because of its long-standing knowledge of these systems, Infinity assumed IT management responsibility on behalf of Great American. Extending its existing partnership with Keane, Infinity was able to implement application software changes that enabled effective "Day One" processing. As a result, all required business functions relating to the sale of the Direct book of business ran seamlessly across all operations.

Client

With its Initial Public Offering (IPO) in early 2003, Infinity became one of the nation's largest providers of nonstandard automobile insurance — insurance for drivers who, due to their driving record, age, or vehicle type, represent higher than normal risks and pay higher rates for comparable coverage. Including the former Personal Lines Division of Great American and four other former subsidiary insurance companies of the American Financial Group, Infinity now operates through a network of 14,000 independent agencies in the US.

Challenges

For all parties to realize desired benefits from the sale of the Direct book of business, four challenges needed to be addressed. First, Keane needed to determine Response's data requirements so the data feeds from Great American's systems would be compatible with Response's applications. Second, Great American and Response required rapid confirmation that the data for claims coverage and financial reporting was accurate, because finding errors at a later date would create confusion and significant rework. Third, seamless coordination was required between Infinity, Response, and Great American to ensure that the rapid change was managed effectively across the three organizations. Finally, given a four-week development deadline to the effective date of the sale and the potential for contractual violations, Infinity and Great American were under a significant amount of pressure to successfully complete the project on time.

"Without Keane's partnership, we would not have been able to undertake such a significant change so seamlessly. Keane's processes and methodologies kept us on track and delivering within the deadline."

Bob Clark, IT, Assistant Vice President, Infinity Property & Casualty Corporation,

Solution

Infinity leveraged its existing partnership with Keane to address this demanding initiative. Keane sent a team of specialists to Response's headquarters to participate in rapid knowledge transfer on its technical environment and applications. Keane successfully mapped data between the Infinity and Response systems to support key claims, financial, and compliance requirements. With the data mapped, Keane loaded the Direct channel data into Response's databases, and working closely with both organizations, ensured total accuracy of the data feeds. Keane then modified Response programs to retrieve and process claims from former Great American customers who live in states, previously not supported by Response. Finally, Keane re-engineered financial applications to permit separate reporting of Great American and Response financial data and added features to Response's reporting functionality to ensure compatibility with its accounting practices. These major projects were completed on time, allowing Great American to meet its contractual obligations to Response and enabling both organizations to fulfill their requirements to issue financial, statistical

Client Story: Automobile Insurance Provider

and compliance reports, and effectively process claims.

Keane addressed the complexity of this enterprise-level initiative by utilizing its world-class project management capabilities from the onset. By applying the Program Management Office (PMO) delivery model, Keane ensured effective coordination and communication between senior managers from Keane, Infinity, Response, and Great American regarding actions and issues affecting “Day One” success. Keane continues to provide application maintenance and enhancements for Infinity, Great American, and Response.

Benefit

Keane’s work satisfied the contractual obligations of the sale of the Direct book of business by providing acceptable data feeds to Response, while delivering the required data integrity to support Great American. As a result of Keane’s partnership, Response has avoided extra labor costs, lost time, unpredictable data quality, and negatively impacted customer service that would have otherwise occurred without access to reliable data, timely reporting, and effective claims processing. Infinity fulfilled its roll on behalf of Great American in achieving pressing IT

deadlines; Great American met its contractual obligations related to the Direct book of business sale; and Response achieved a major milestone in doubling its size in the Direct insurance market.

“We couldn’t be more pleased with Keane’s work. This initiative enabled us to double our size in the Direct insurance market.”

Frank Quido, CIO, Response Insurance,

Keane is a global services firm that specializes in enabling transformation of its clients’ business and IT functions.