
The Phoenix Companies: Using Business Process Integration (BPI) to Achieve Flexibility

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Agenda

- Company Background
- Business Drivers
- Solution Vision
- Design
- Information Gateway Usage
- Benefits Summary

Phoenix Company Background

- The Phoenix Companies, Inc. is a leading provider of wealth management products and services to individuals and institutions.
- Through a variety of advisors and financial services firms, Phoenix helps the affluent and high net worth accumulate, preserve and transfer their wealth with an innovative portfolio of life insurance, annuity and asset management products and services.
- Phoenix has corporate offices in Hartford, CT.
- Phoenix IT Shop consists of 300 people

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Business Drivers for Information Gateway

- Control data flow to/from other entities
 - Auditable
 - Automatic
 - Secure
- Adaptable to partner needs
- Re-use
 - Cost savings on development
 - Faster “time to market”

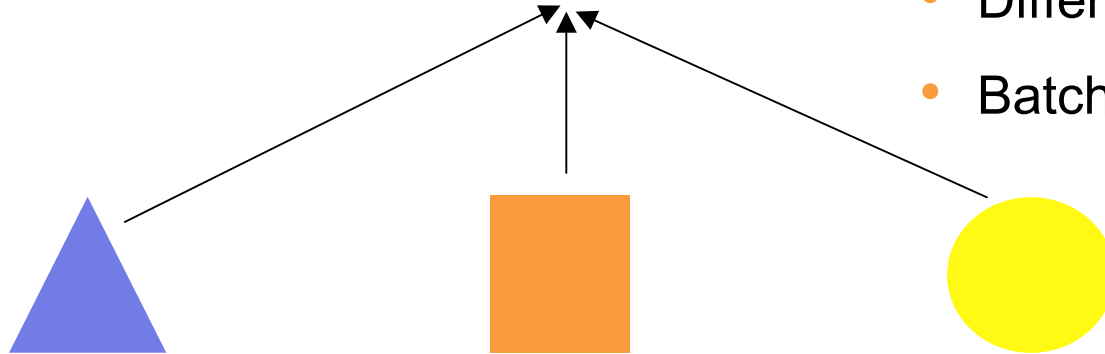


Challenges

- We want to be:
 - Flexible
 - Adaptive
 - “Easy to do business with”



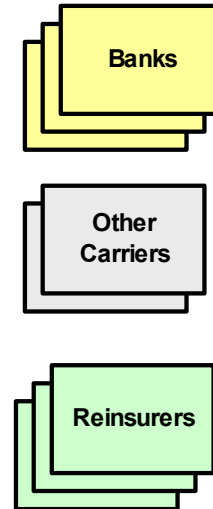
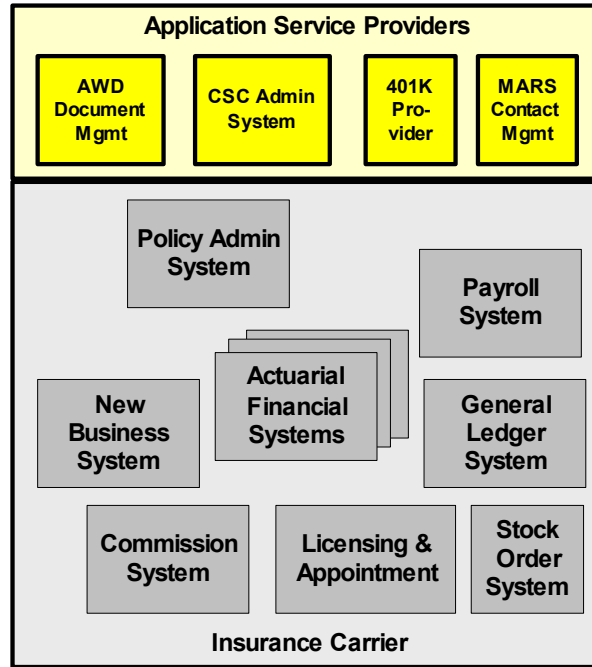
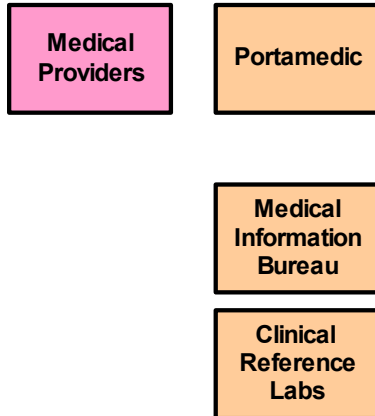
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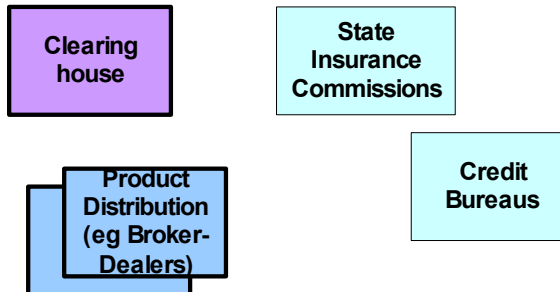
- But...
 - Different data formats
 - Different security protocols
 - Batch today and real-time tomorrow

Phoenix Business Partners & Systems

Many outside connections

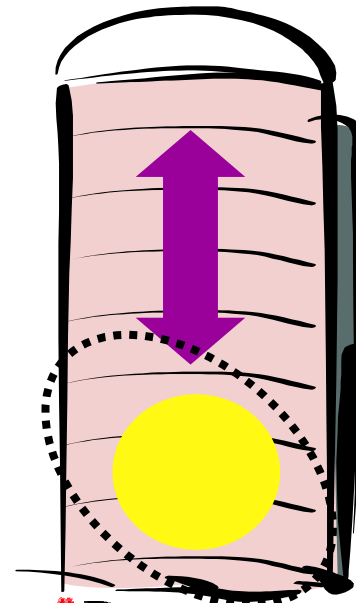
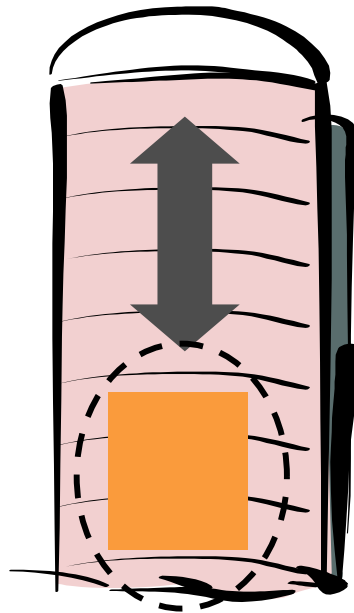
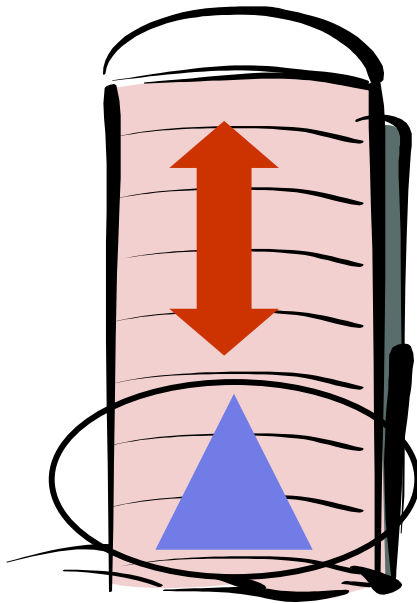


Disparate platforms



Before the Information Gateway

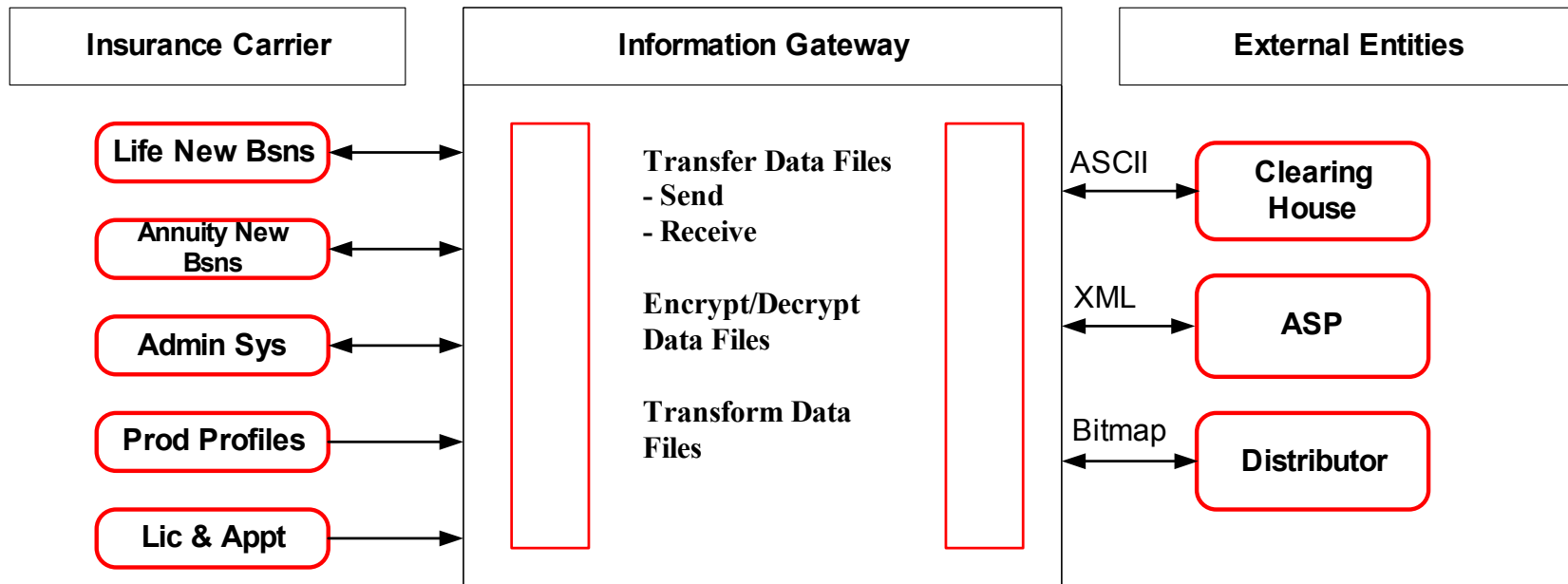
- Each application built its own solution
- Yielding
 - Various methods of connectivity
 - Various security models
 - No global tracking of what goes in and out of the company



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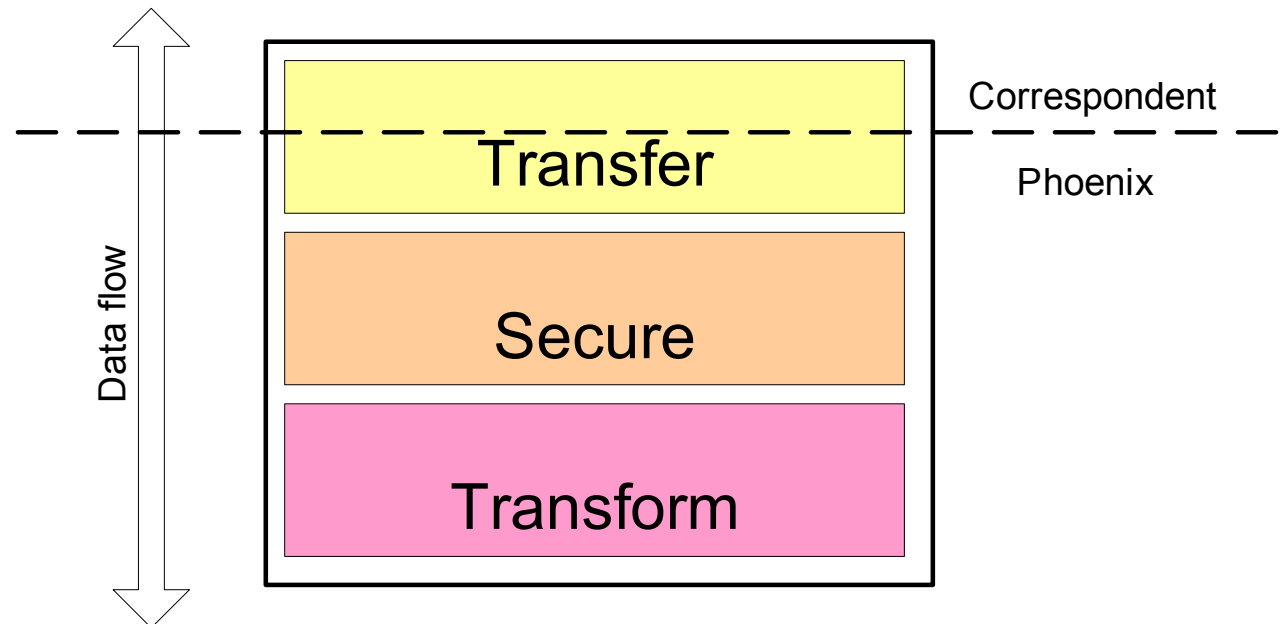
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Information Gateway Concept



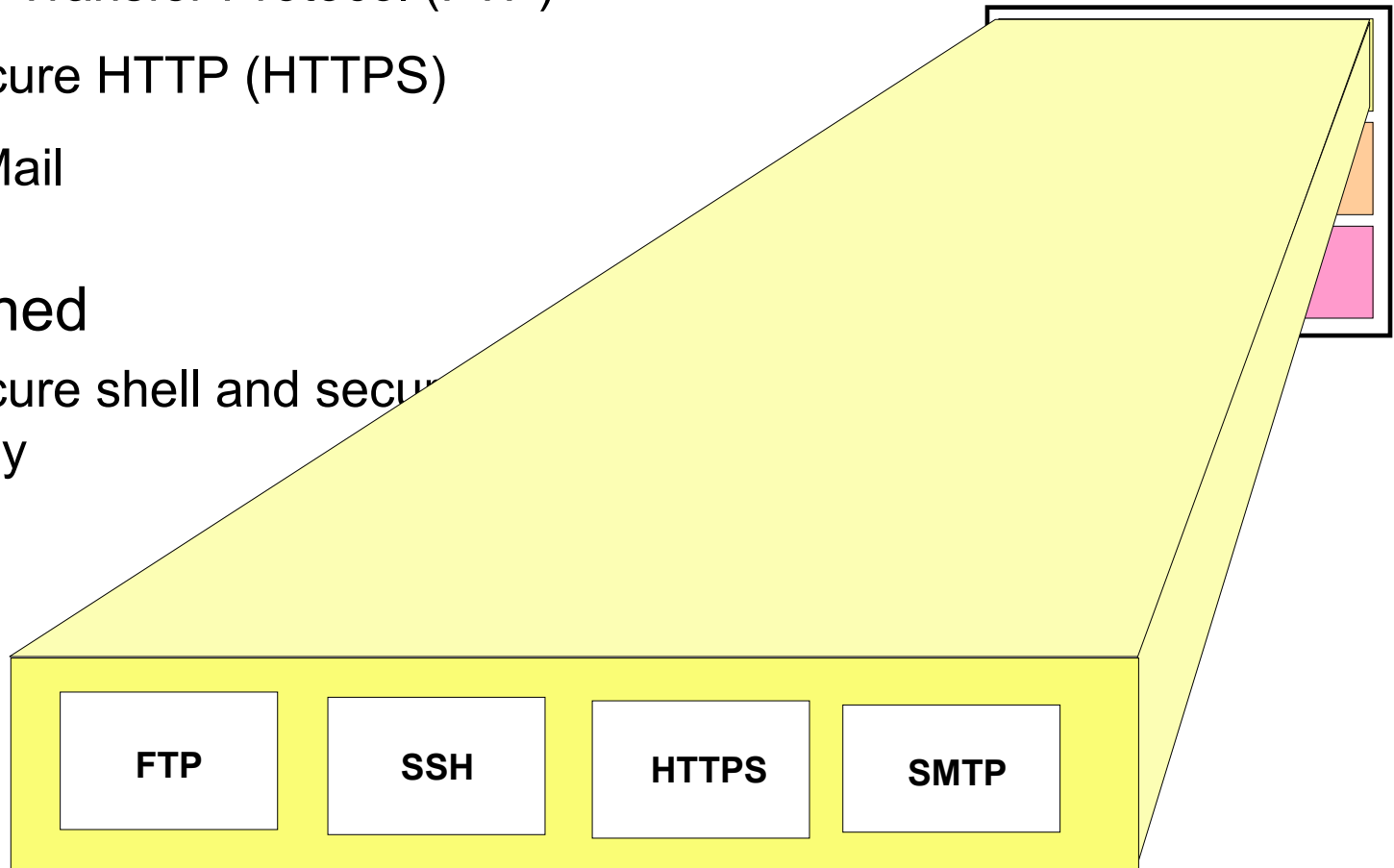
Solution Vision - Service to Applications

- Transfer – Retention Rules
- Secure - Audit
- Transform



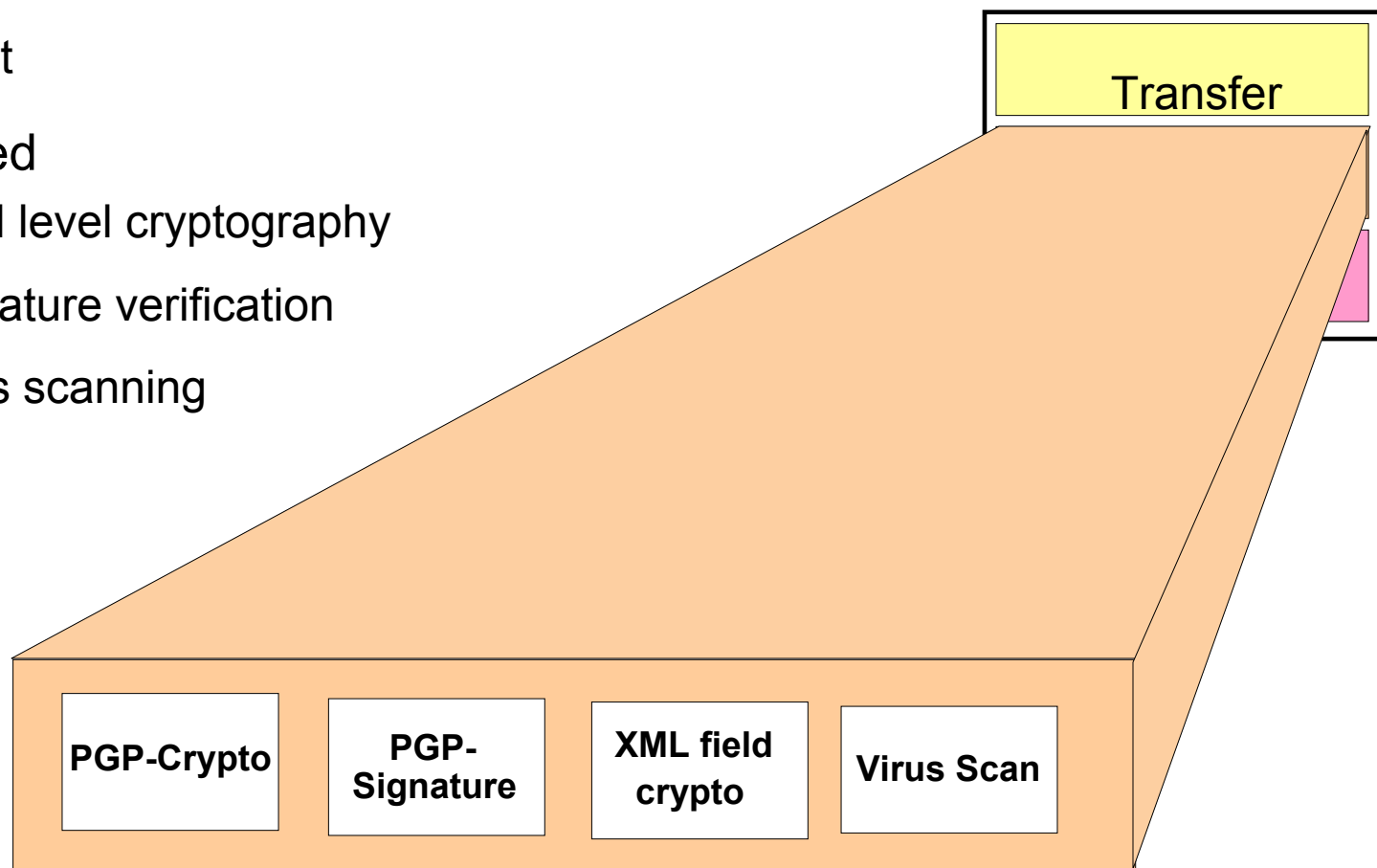
Transfer Services

- Current
 - File Transfer Protocol (FTP)
 - Secure HTTP (HTTPS)
 - E-Mail
- Planned
 - Secure shell and secure copy



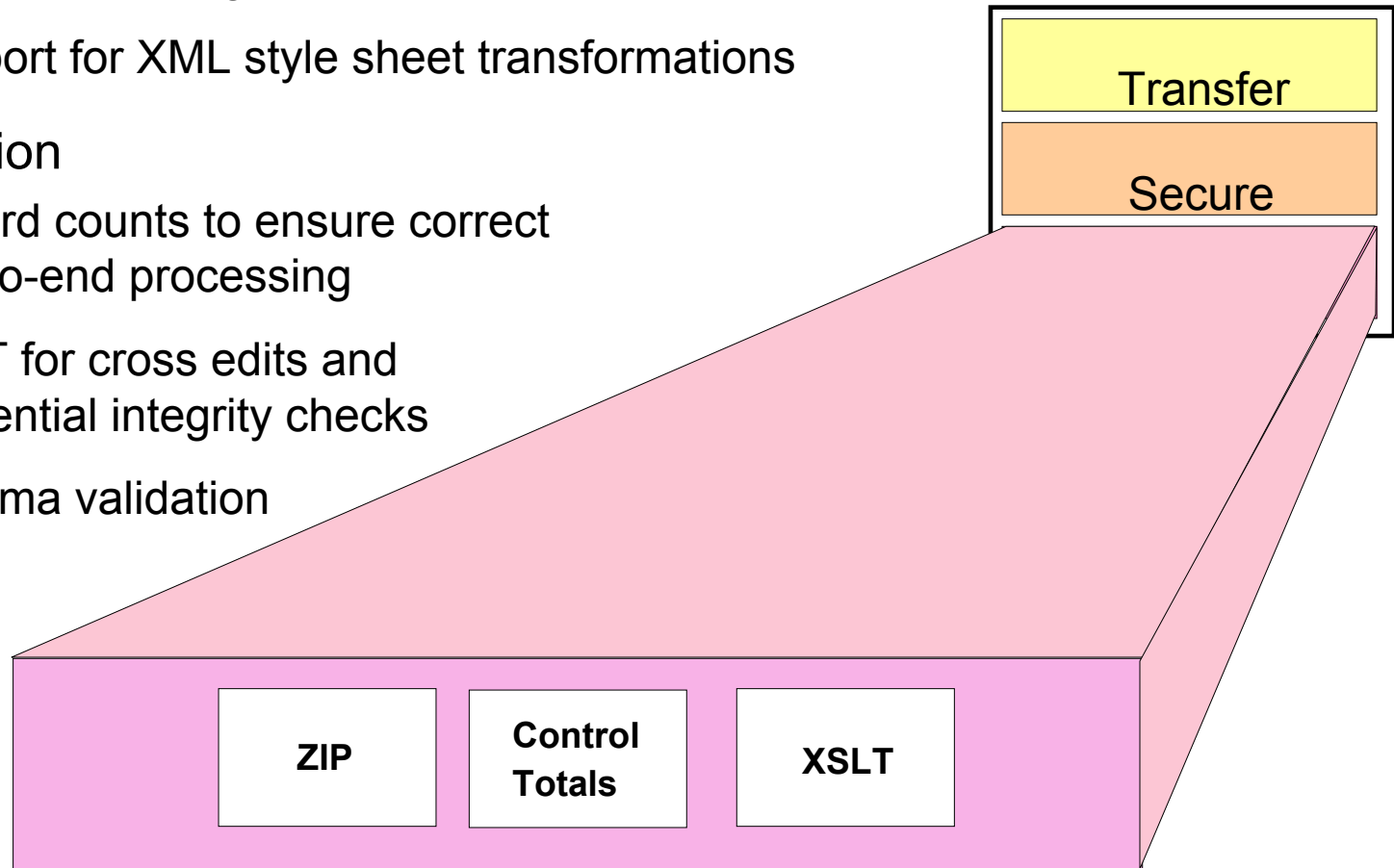
Security Services

- Current
 - Bulk “Pretty Good Privacy” encrypt/ decrypt
 - Audit
- Planned
 - Field level cryptography
 - Signature verification
 - Virus scanning



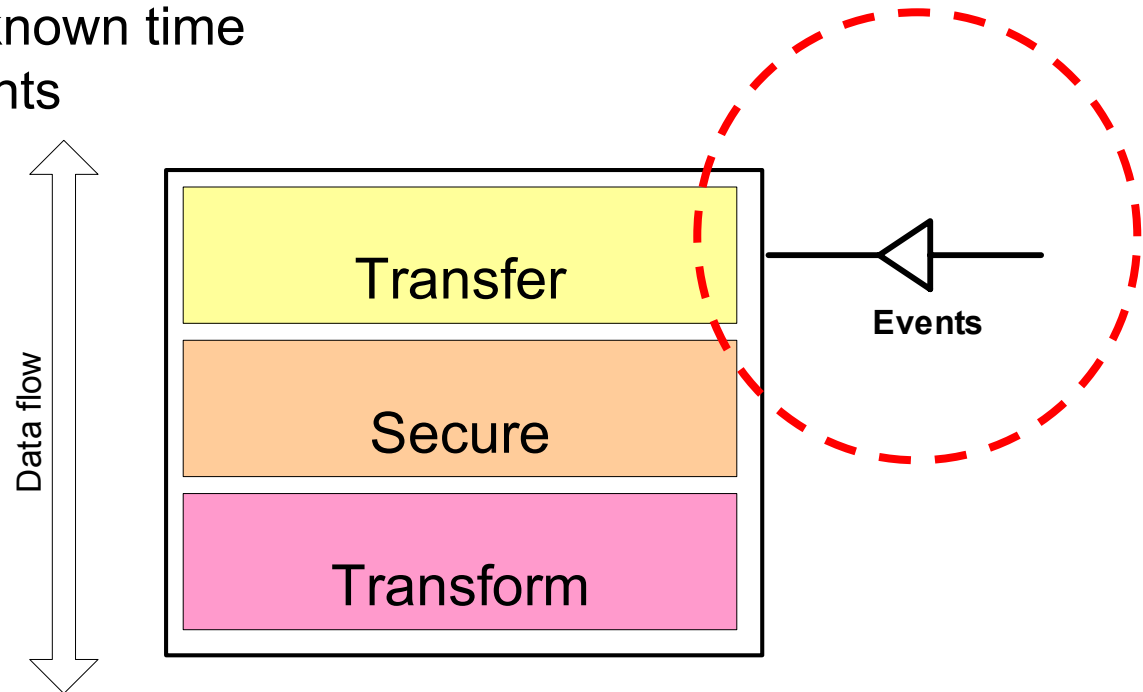
Data Transformation and Validation

- Transformation
 - Files bundled together with zip formats
 - Support for XML style sheet transformations
- Validation
 - Record counts to ensure correct end-to-end processing
 - XSLT for cross edits and referential integrity checks
 - Schema validation



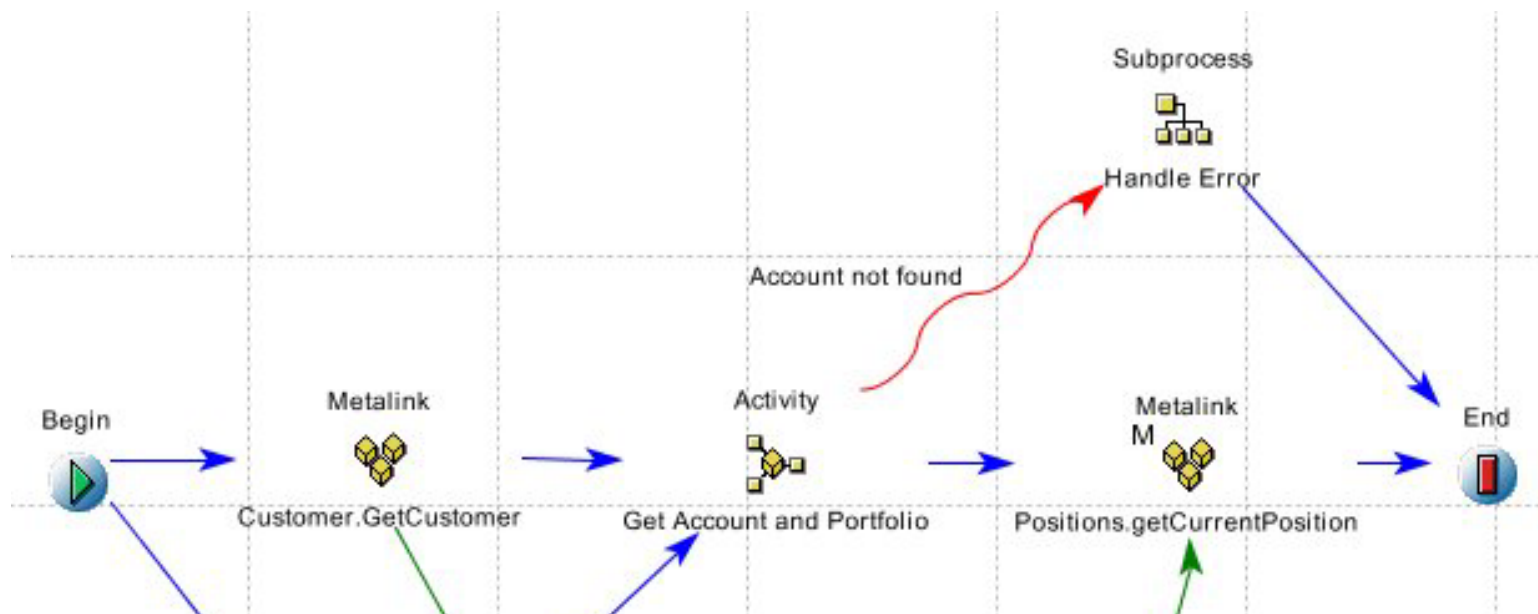
Event Support

- Accept external events for triggers
- Scheduling system
- Approximately known time for external events



Goal: End-to-End Completion

- Error handling and notification
- Normal and abnormal completion notices
- Automated restart and recovery

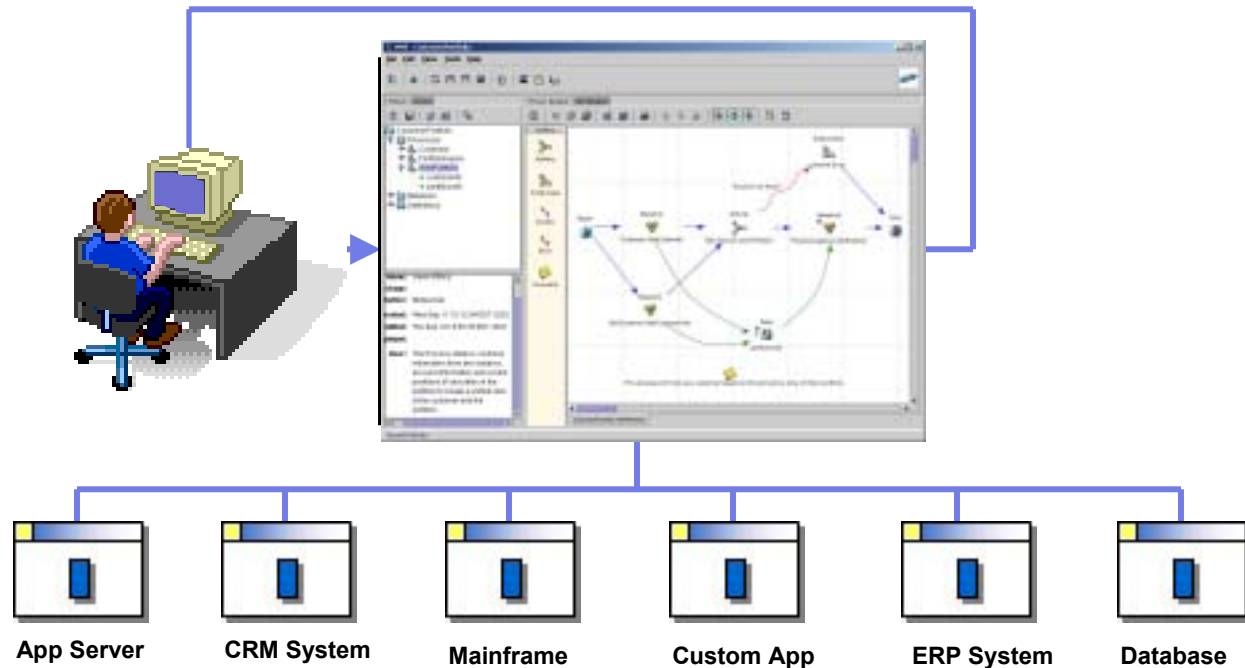


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Why Choose BPI for this Solution?

- Focus on business functions, top-down solution
- Flexible, agile
- End-to-end, modular solution

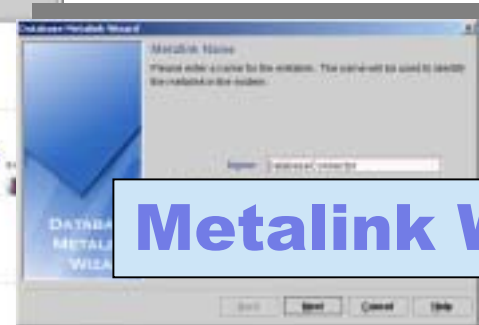


What Tools Does BPI Include?

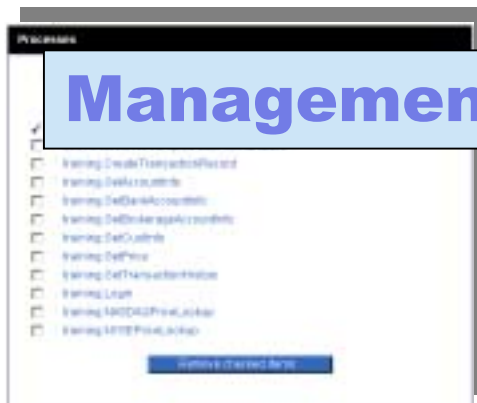
Modeling Environment



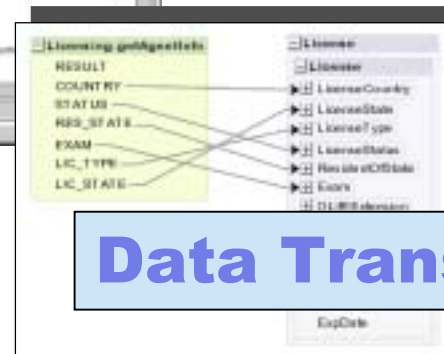
Metalink Wizards



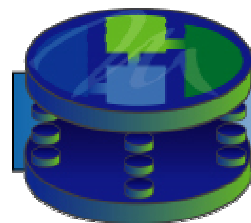
Management Console



Data Transformation



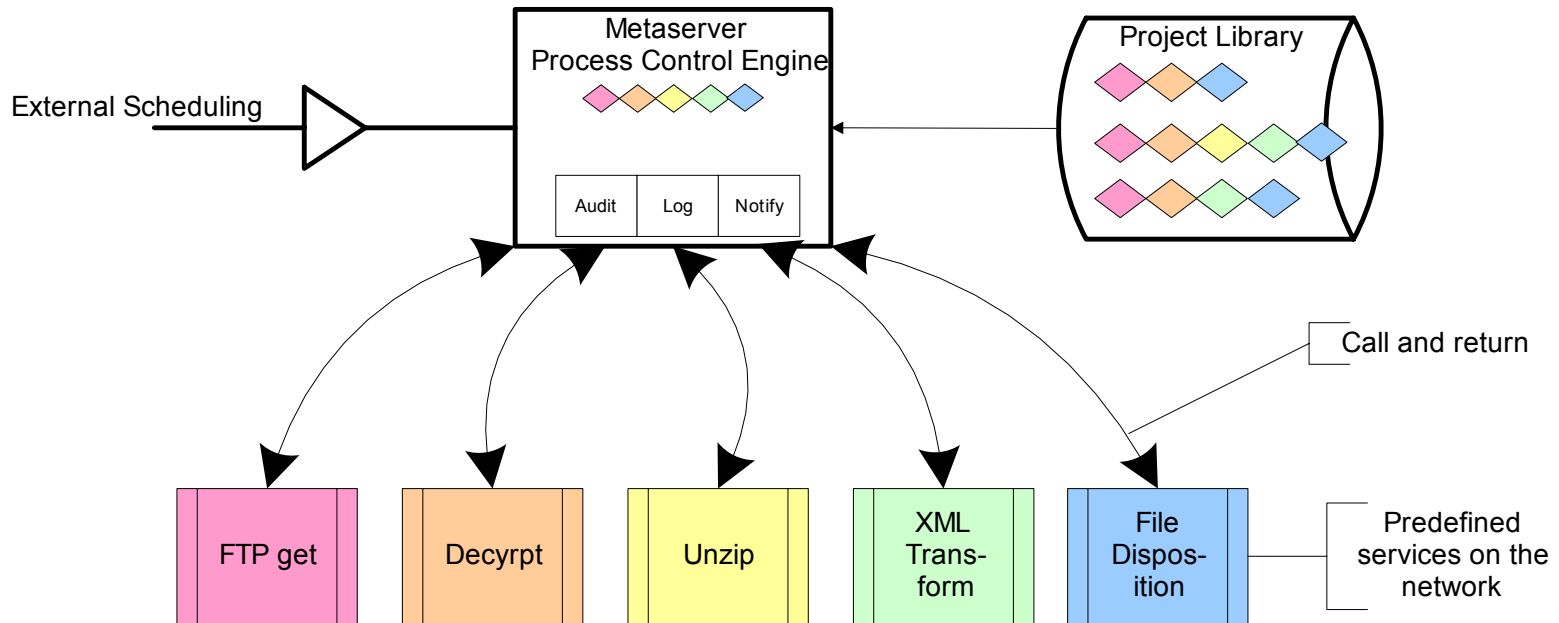
Process Engine



Other Components

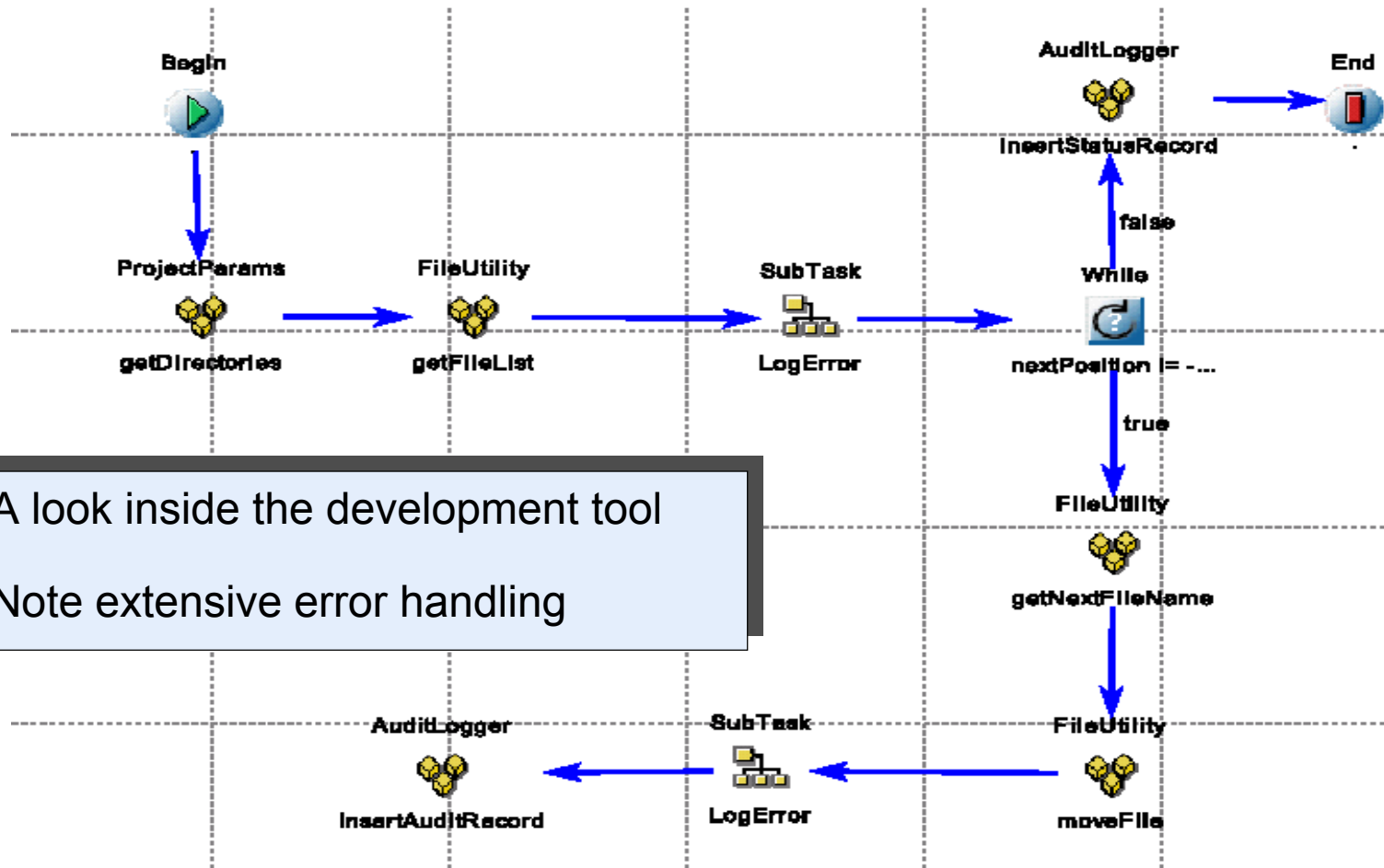
- Metaserver Inc.'s flagship BPI product, Metaserver
- Network Associates' PGP eBusiness Server
- IBM's Universal Database
- Sun's Java Runtime Environment
- Apache's Xerxes, Xalan
- Absoft's Winzip
- Cybermation's ESP

Design - Unattended Operation



- Various services are built on various servers as needed
- Metaserver locates and accesses services
- Projects define string of services to use
- Initiation tied into production scheduling

Control Flow Sample



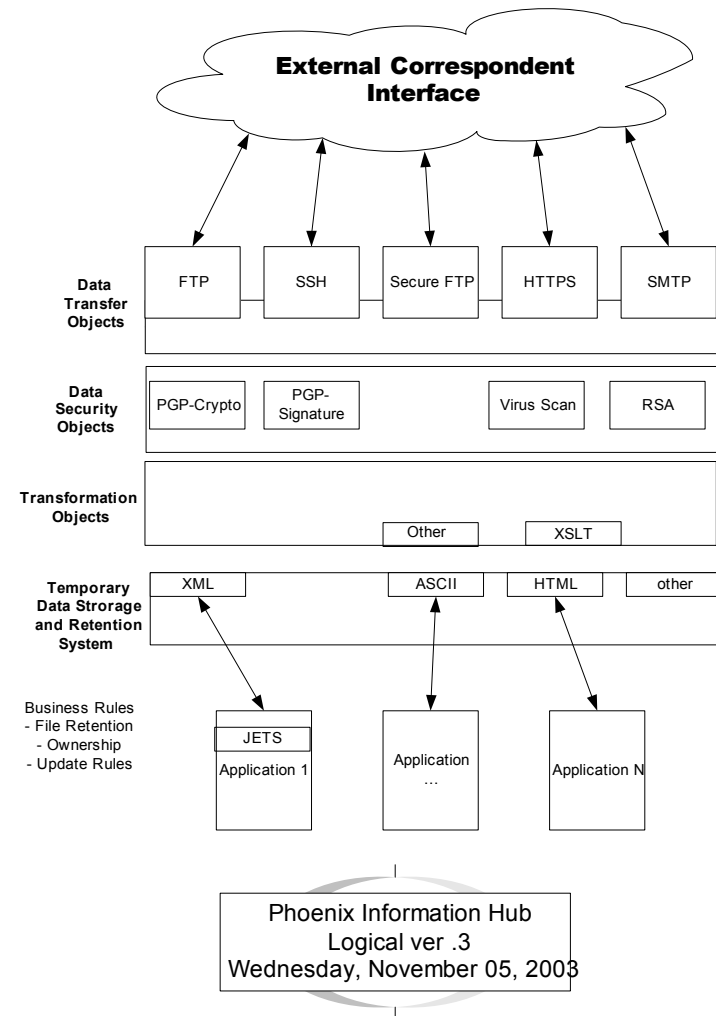
- A look inside the development tool
- Note extensive error handling

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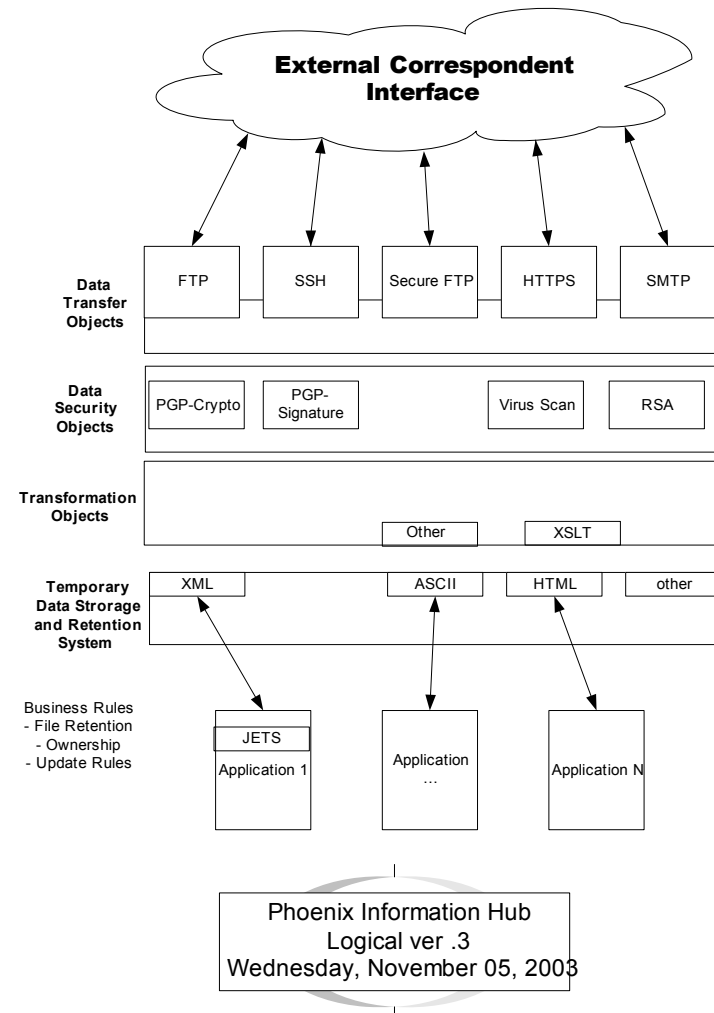
Projects in Production

- Annuity STP
- Life STP
 - Clinical Reference Labs
 - Portamedic
 - BFDS/DST
- Marketing Fulfillment
 - Annuity
 - Investment Management
- Merrill Lynch compensation
- State Street Bank
- Email Receive



Projects in Production (continued)

- CNA Block of Business
 - General Ledger
 - Office of Compliance
 - Weekly/Monthly Valuation
 - Reinsurance
 - Valuation Files
- HR
 - Reserves
 - Pensions
 - Health & Welfare
 - Benefits
 - ESOP
 - 401K



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Benefits

- Insulate applications from external changes
- Expose data via industry standards where applicable
- Different partners can use differing formats
- Move security issues from Application Development to Information Security
- Hands off – notification of success or failure
- Single control point to reference what comes and goes

Summary

- Achieved Goals
 - Built control point for data flows – auditable, automatic and secure
 - Adaptable to partner needs
 - Re-using flow patterns and sharing code between projects

- Prepared for the future
 - Ready for real time transactions such as:
 - ACORD transactions (TxLife)
 - Web Services
 - Ability to accommodate partners' requests