

Scene Genesis SceneConnect Links Claims Systems with Multiple Information Sources

Breakthrough .NET Platform Eases Integration, Eliminates Manual FNOL Entry

LAS VEGAS (ACORD/LOMA Insurance System Forum)—May 22, 2006 – Scene Genesis, Inc. (SGI) today unveiled SceneConnect, a Web services product that lets property-casualty insurers rapidly connect their claims systems with external applications and data sources.

SceneConnect slashes the effort and expense of integration and lets data flow seamlessly through a claims operation from start to finish. By providing one place to integrate internal and external systems, the solution eliminates the need to custom-code interfaces with third-party applications.

“SceneConnect is a flexible integration tool that allows carriers to improve the flow of information throughout the organization and extend the longevity of existing technologies. As one of the first service-oriented-architecture integration tools, it alleviates the pressure on IT department by providing one format to manage many connections,” said Ian Cunningham, chief executive officer of SGI in Rochester, NY.

Insurers’ claims operations work with many third parties, making integration complex and expensive. To avoid integration problems, many carriers use manual processes and have staff log into multiple third-party portals to re-key FNOL data from their claims systems into these systems. They then must re-key thousands of responses from these systems into their backend systems.

SceneConnect enables easy integration that eliminates manual work needed to handle claims, letting insurers cut costs, reduce errors and serve customers better.

Without SceneConnect, altering claims processes takes much time and effort, limiting how quickly a carrier can add a business partner or change a process with an existing one.

“Agility of business practice and systems environment is an absolute must for insurers’ claims organizations,” said Matthew Josefowicz, manager of the insurance group at industry analyst firm Celent. “Solutions like this one from SGI that improve agility can make a real difference.”

Scene Genesis, Inc.

Built on Microsoft's .NET platform, SceneConnect benefits IT departments by providing discoverable Web services for easy integration with existing applications. IT and business users benefit from a visual-message workflow tool that can diagram the required workflow for a claims process, identify roadblocks and identify human interaction points in the process.

SceneConnect was initially developed to meet the integration needs of SGI's customers.

"AAA Missouri was one of the early proponents of claims integration with SGI, and this has benefited our operations immensely," said Mike Genens, auto physical damage manager with AAA Missouri. "Combining SGI's SceneAccess electronic claims platform with SceneConnect has streamlined the flow of claims data within our operation."

"We are pleased to have SGI as a member who supports our newly launched Insurance Value Chain Architecture Framework (IVCAF) v1.0. SceneConnect is behind this industry-standards-based approach delivering a library of integrations and prescriptive guidance on the development of straight-through processing," said Kevin Kelly, managing director, Microsoft U.S. insurance industry.

In addition to providing integration with insurers' backend systems, SceneConnect will provide a single connection to:

- SceneAccess services
- Expert systems
- OEM parts
- Recycled parts
- Total loss
- Estimating management system auditing
- Customer Satisfaction Index
- Independent appraiser management
- ChoicePoint and ISO searches

For more information, contact SGI's David Bourque at 860-558-9181 or dbourque@scenegenesis.com.

Scene Genesis, Inc.

About Scene Genesis Inc. (SGI)

Based in Rochester, N.Y., SGI provides the property-casualty industry with SceneAccess, a web-based automated solution for auto, property, and liability claims, as well as underwriting inspections. The application currently processes 30,000 transactions per month, uploaded from 5,000 trained users and 1,700 independent appraisers. SceneAccess provides a 5:1 ROI, with a cost per claim that is 40 percent to 50 percent below competing electronic claims platforms. For more information, please visit www.scenegenesis.com.

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