



# Airport Metaphor

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ACORD LOMA ISF May 26, 2010

## Agenda



- Introduction
- Challenge
- Prior State
  - Everyone goes to everywhere
  - No central control
- Current State
  - Hub and Spoke
  - Traffic Control
- Future State
  - Putting the final pieces in place
- Data Flows
  - Why it is important to have one central control hub

# MetLife

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- Over 140 years
- Ratings:
  - AM Best A+
  - Fitch AA-
  - Moodys Aa3
  - S&P AA-
- US Business - \$28.6 Billion revenue 2009
- Career and Independent Distribution

# NFP Life Insurance Landscape

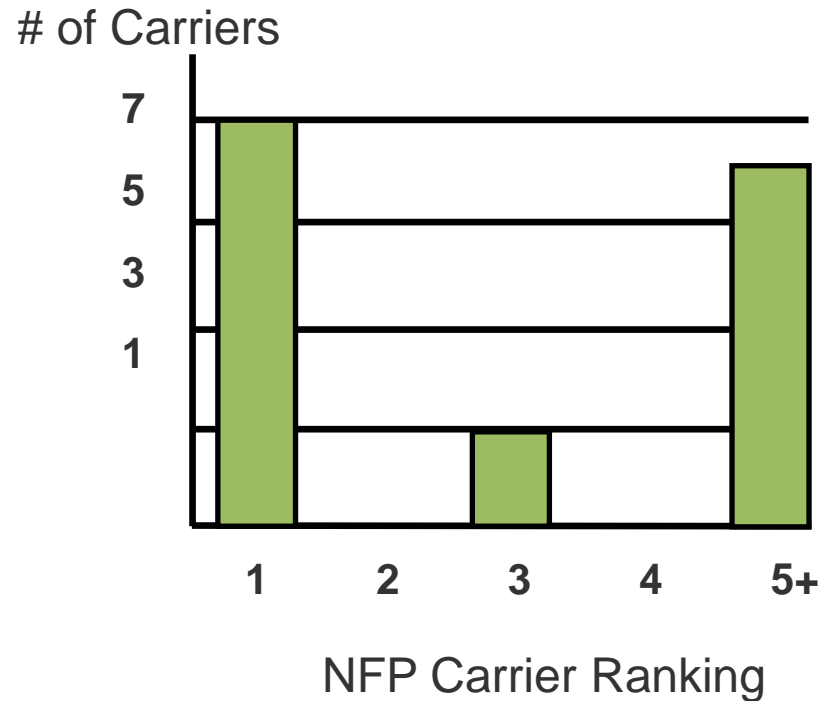


- National Financial Partners (NYSE: NFP)
- Independent Distributor of Life Insurance
  - **Partners**Financial (Direct)
  - Highland Capital Brokerage (BGA)
  - NFP Brokerage Insurance Services (BGAs)
- 200+ Direct offices
- 1,200+ Life Producers
- 8 BGA's

# NFP Life Insurance Landscape



- American General
- AVIVA
- AXA Financial
- ING
- John Hancock
- Lincoln Financial
- MetLife Investors
- Nationwide Financial
- Pacific Life
- Principal
- Protective / West Coast Life
- Prudential
- Sun Life
- Transamerica





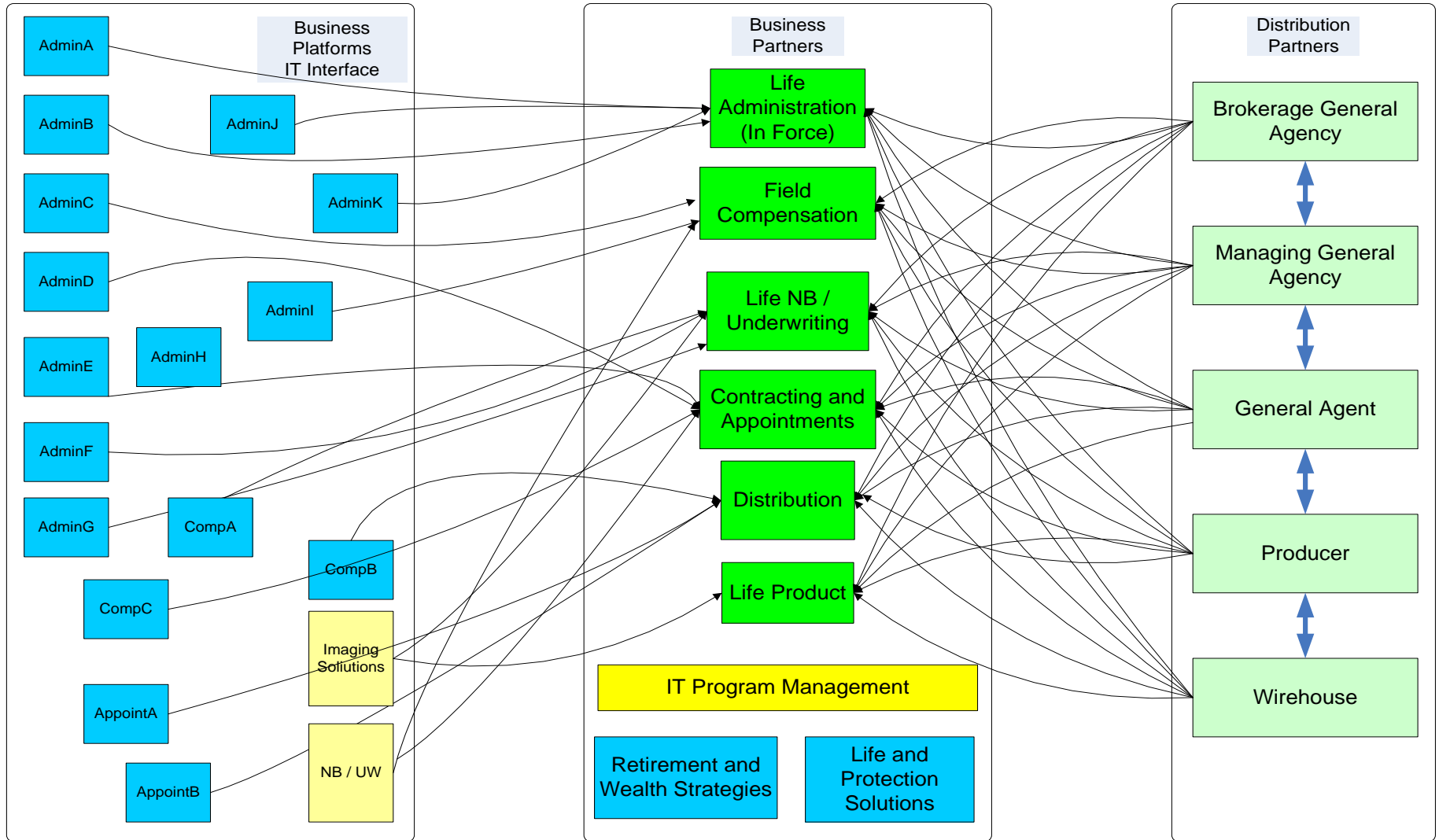
## Challenge

Providing our distribution channels with complete, accurate and timely information.

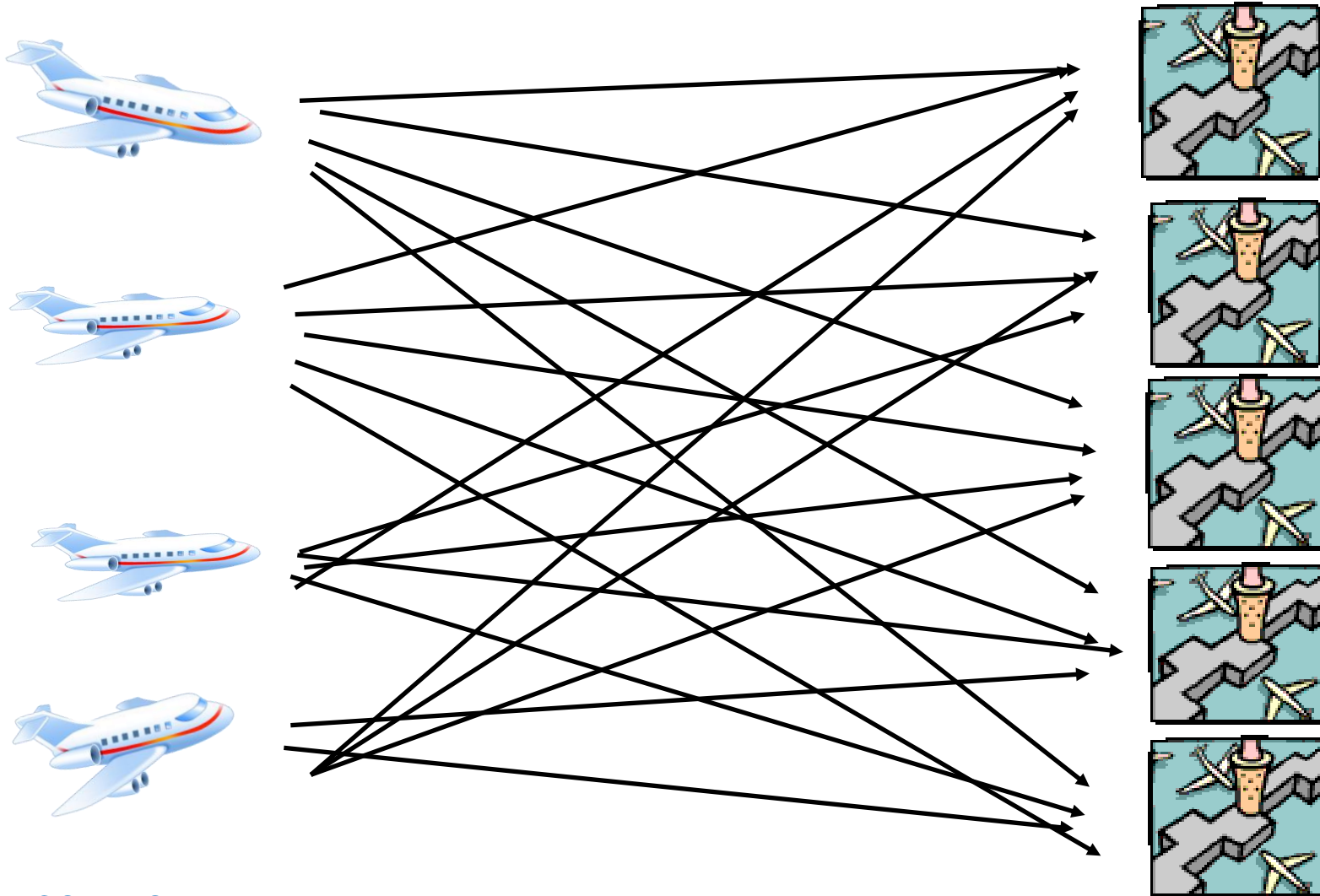
### Considerations

- Multiple Carrier Partners
- Diverse Distribution Channels
- Multiple AMS Partners
- Operations Support
- Corporate Reporting

# Prior State – Everyone contacts every department



# Prior State – Every airline flies to every airport



# No Central Control

- Producers and Agencies called Underwriting
- Producers and Agencies called Contracting and Compensation
- Producers and Agencies called Marketing and Distribution
- New Business contacted License/Appointments
- Underwriting contacted Inforce Life Admin systems
- Field Compensation contacted Contracting
- Producers and Agencies called Inforce Policy Admin
- Life Product contacted Marketing
- Distribution called Producers and Agencies
- Status, Service, News and Information

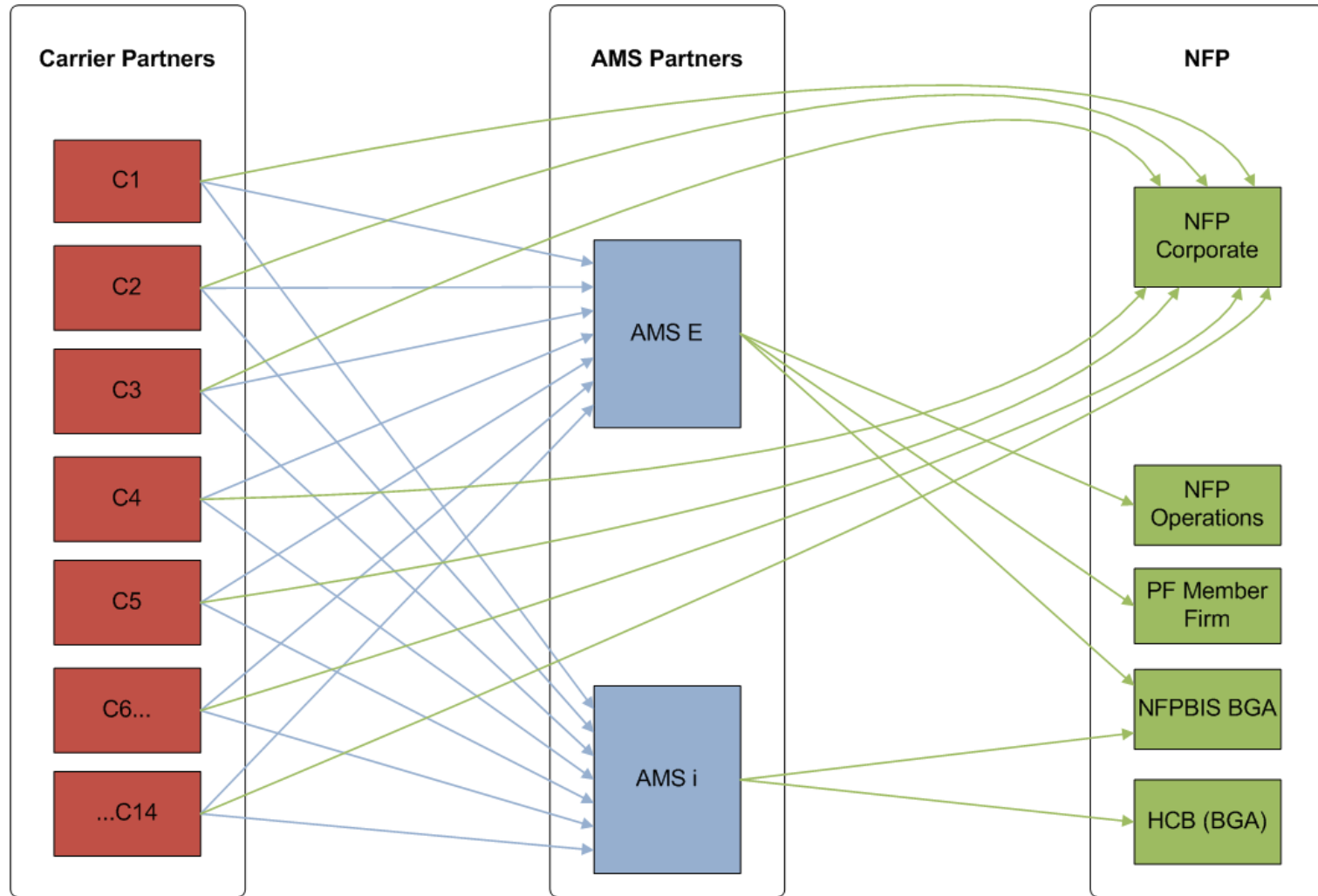
# Target Data Feeds

To reduce the number of contact points between the distribution channel and the carrier we need to populate the AMS for each distribution channel with data directly from the carrier.

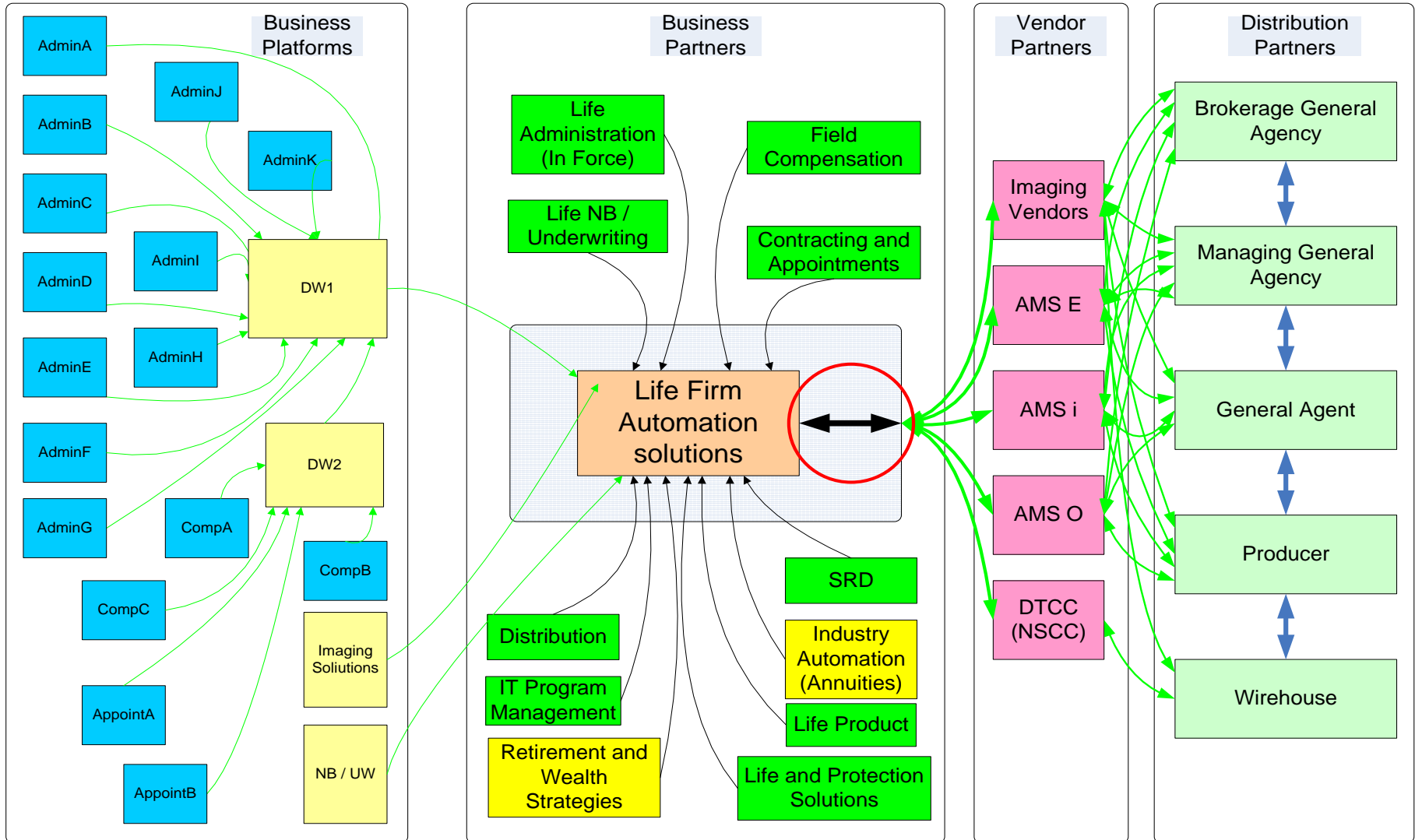
## Targeted Data Feeds

- License & Appointment Status
- Pending Case Status
- Commission Statements
- Inforce Status

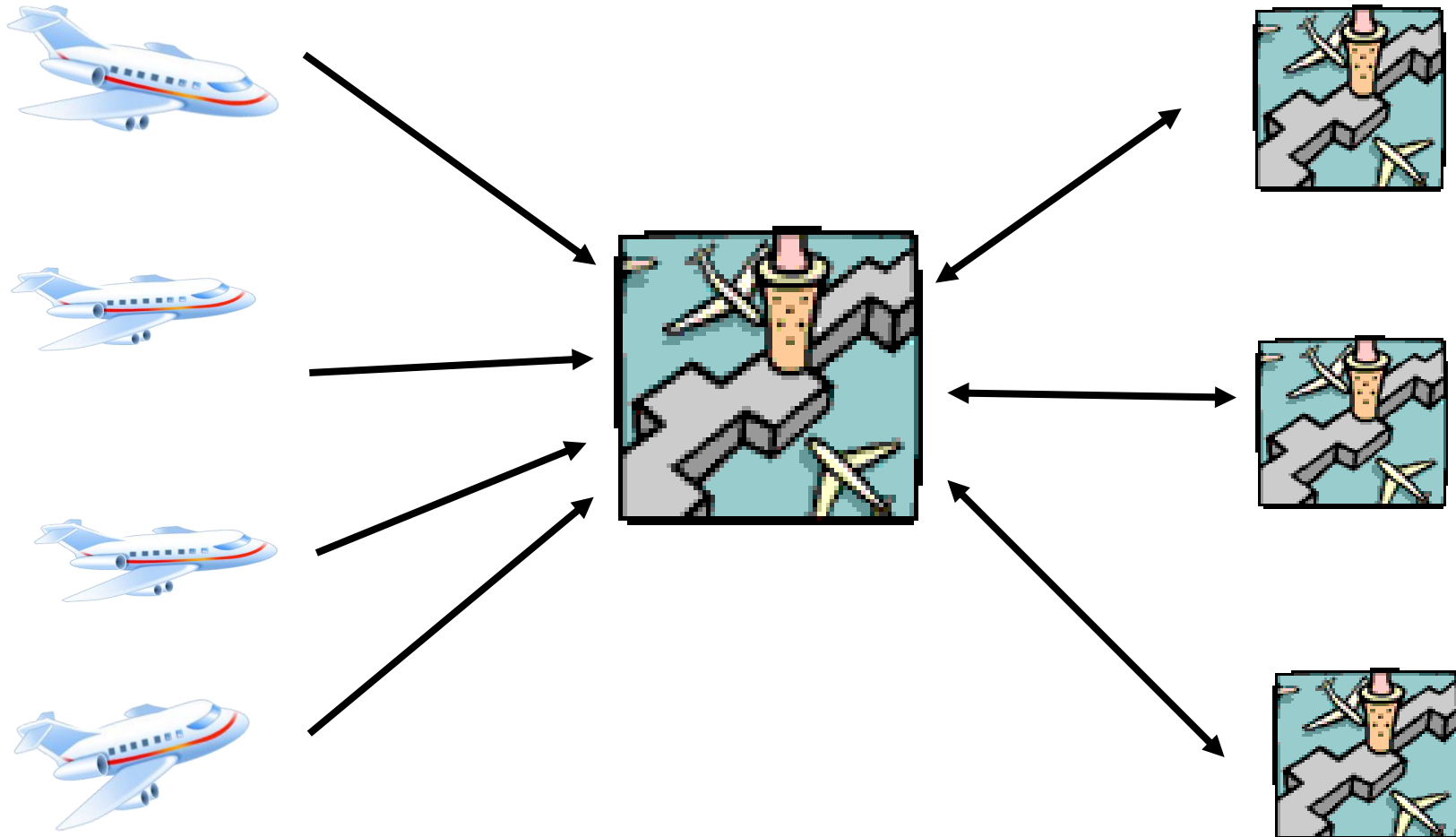
# Target Data Flow



# Current State – Central point for data flow



# Current State – Hub and Spoke



# Central Control – The Airport Control Tower

- Producers and Agencies Utilize Agency Management Systems
  - Contact Carrier via Data files
  - Manage their operations in a central back office platform
  - Data flows into Carrier utilizing standardized XML language
  - Data is delivered to Producers and Agencies on schedule
- Data is delivered to Carrier operating platforms on schedule
- Operating and administrative platforms utilize central data warehouse
- Administrative systems maintain “gold copy” of all information
- Status, Service, News and Information – in an orderly fashion

# Future State – Putting the pieces together

- **Pending Case Status and Inforce Policy Status**
  - Allows Agencies to manage book of business – all information about a customer to manage the relationship
- **Commission Statements and Licensing/Appointment Status**
  - Allows Agencies to manage their Producers – all of the information about the relationship between Producer / Agency / Carrier
- **Contacting Paramedical other vendors and Other Carriers**
  - The information is already in the system – allows Underwriting and Policy Holder Service to transact business quicker and more efficiently and report results to all stakeholders to manage the case

## **Future State – Putting the pieces together**

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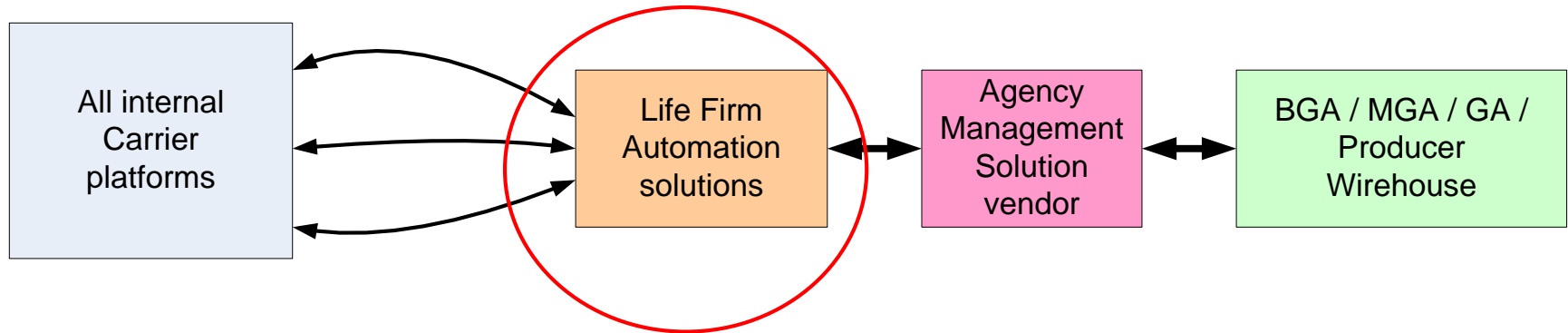
- New Business Submission
  - Getting the business in the door electronically – allows the Agency to manage to case from the beginning

## Strategy - ACORD



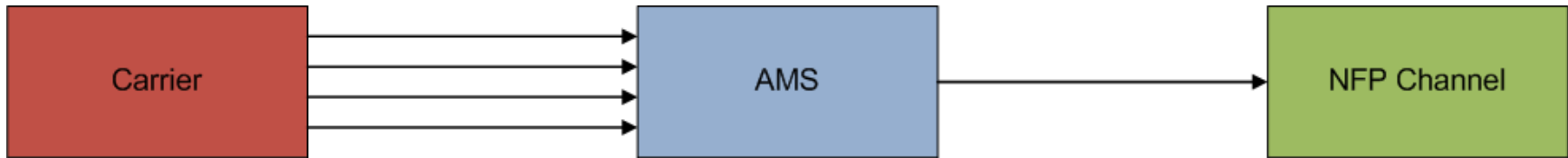
- Vendor Adoption
- Carrier Adoption
- Flexible
- Re-Usable
- Cost
- XML Based

## Data Flows – a central control hub



- New Business Submission
- Pending Case Status
- Inforce Policy Status
- Commission Statements
- License / Appointment Status

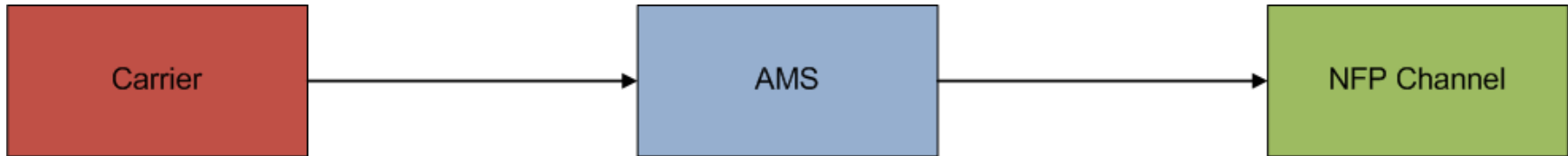
## NFP Channel



### All Data Feeds

- Scheduled data delivery
- Consolidated management of information across carriers and distribution agreements
- Consistent information and common platform allows NFP and Carriers to create and share reports with Channels

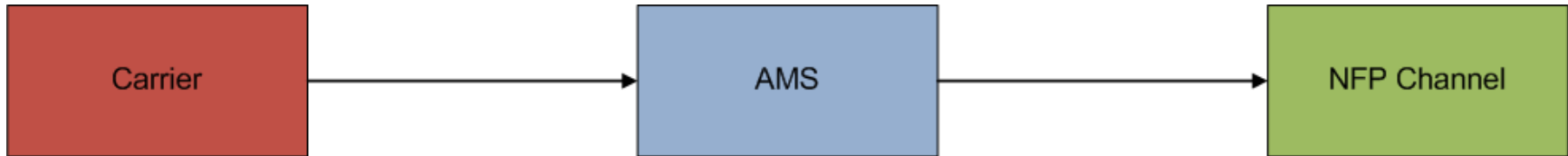
# NFP Channel



## License & Appointment Status

- Fosters better management of state licenses and carrier appointments
- More complete tracking of appointments and associated producer id's for multiple carrier statutory companies and lines of business
- Supports existing AMS checks for valid licenses and appointments helping to reduce time to case placement

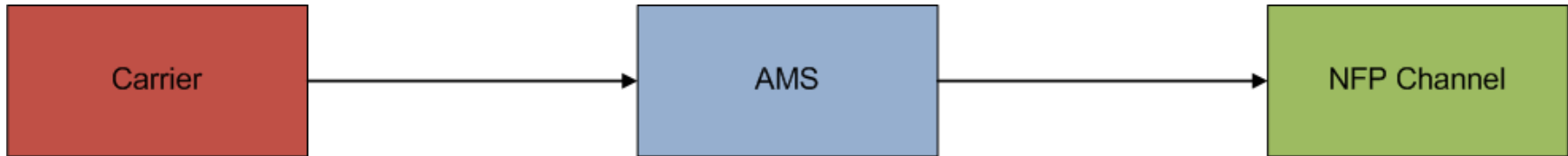
# NFP Channel



## Pending Case Status

- Fosters better management of outstanding underwriting requirements including the scheduling and completion of time sensitive activities
- Improves utilization of carrier underwriting resources by pro-actively delivering timely and accurate information
- Enhances collaboration with NFP underwriting subject matter experts

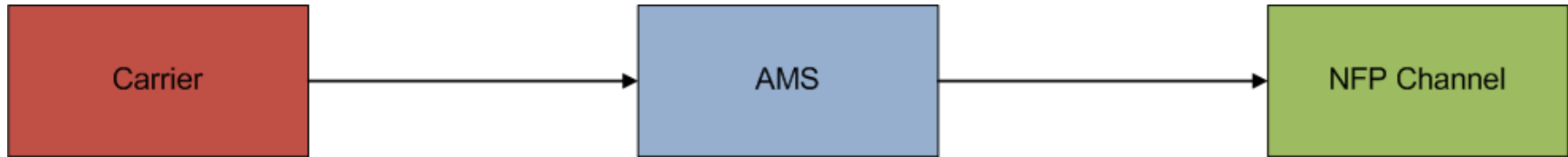
## NFP Channel



## Commission Statements

- Enables better reconciliation of life insurance commissions
- Supplements audits for missing or underpaid commissions
- Provides better estimates of bonus pool revenues

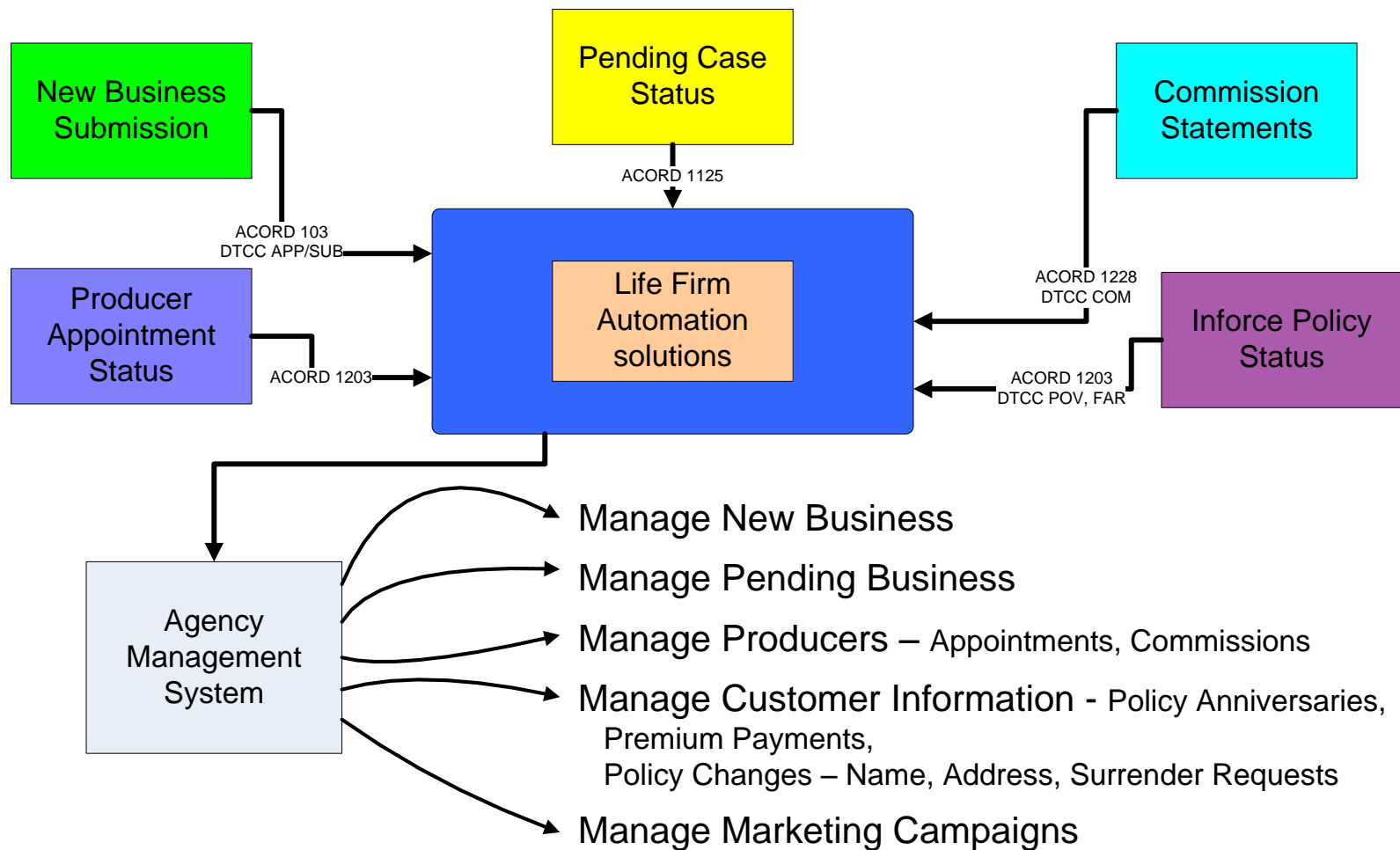
## NFP Channel



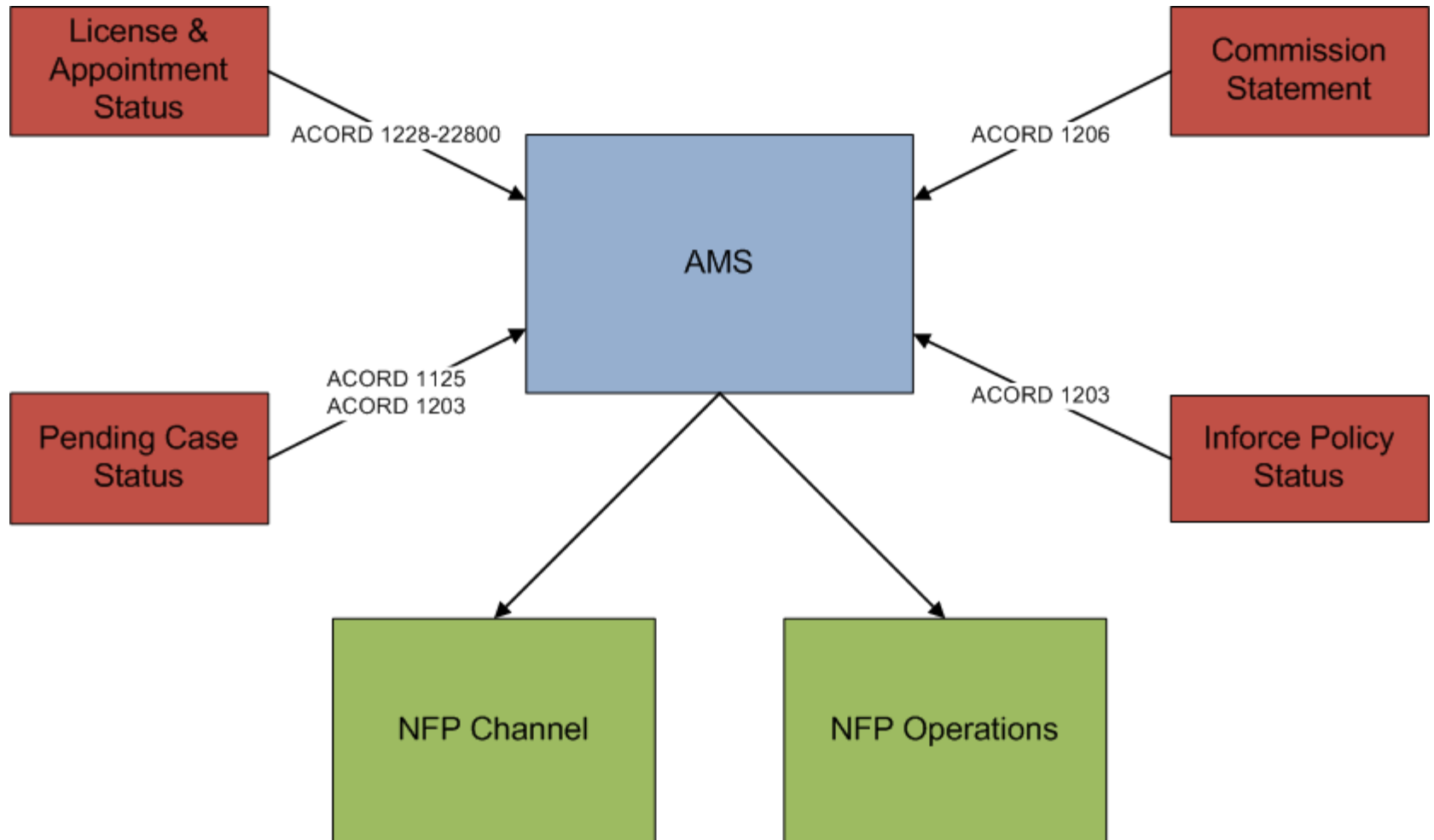
## Inforce Policy Status

- Enhances policy servicing
- Assists in the identification of new sales opportunities
- Enhances succession planning

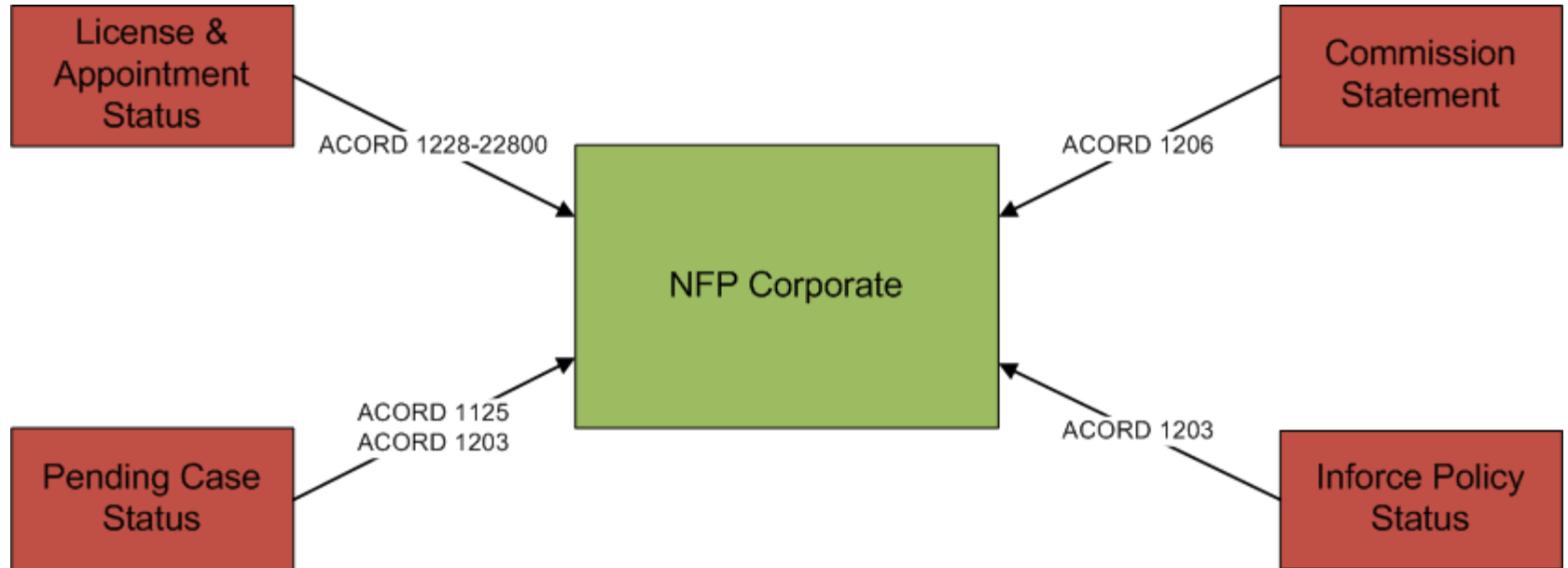
# Customer Relationship Management via AMS



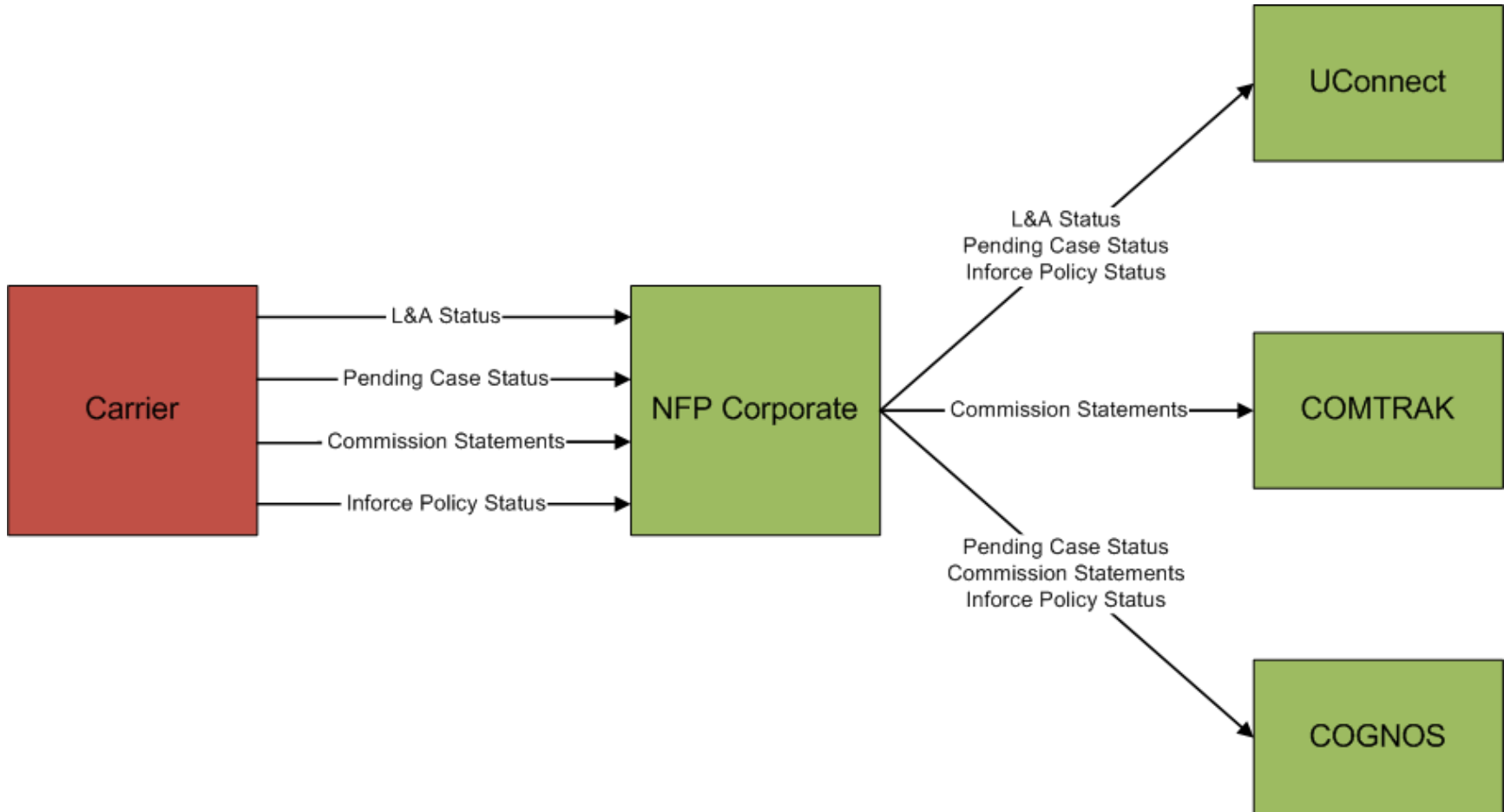
# NFP Channel & Operations



# NFP Corporate



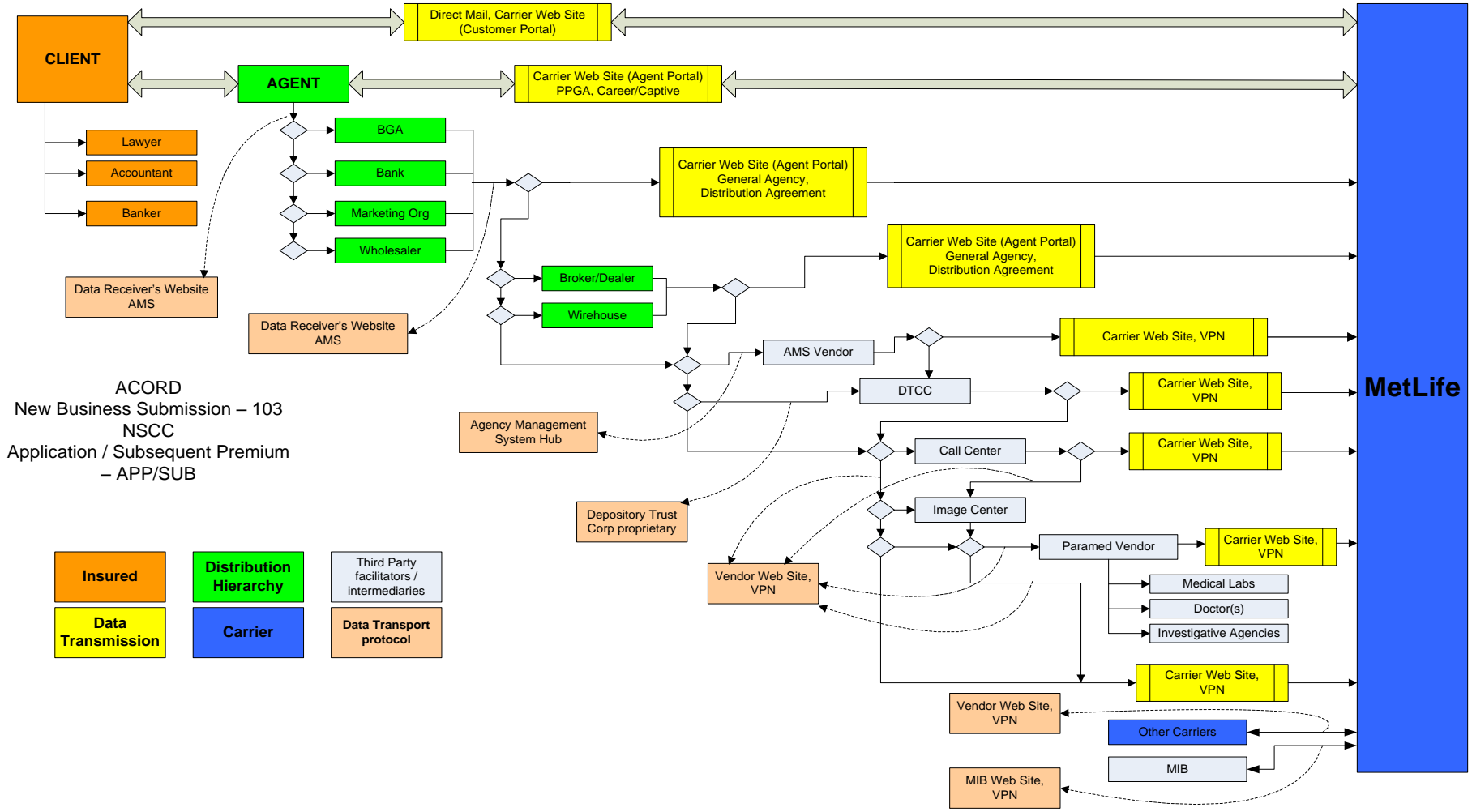
## NFP Corporate



# Appendix

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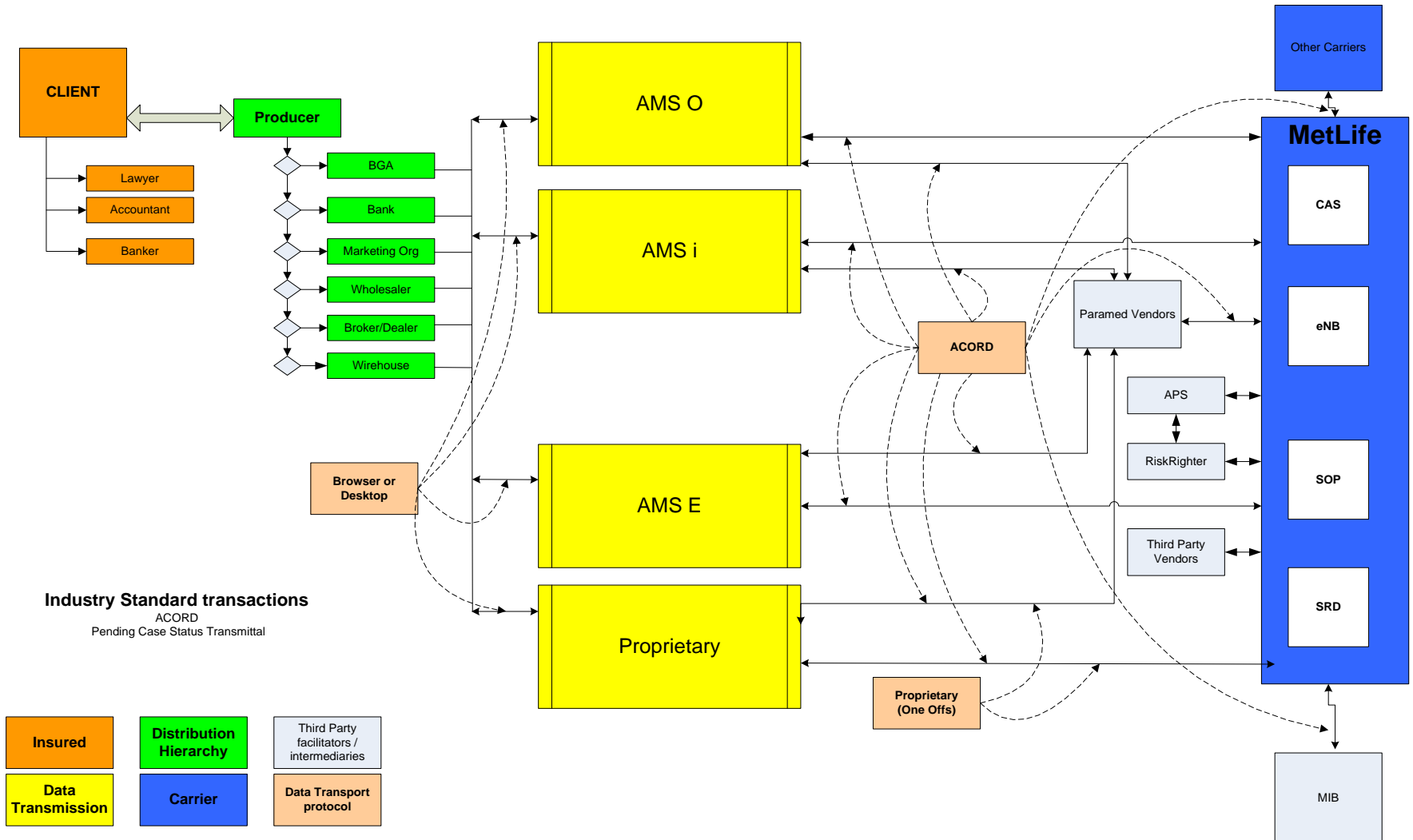
# New Business Submission



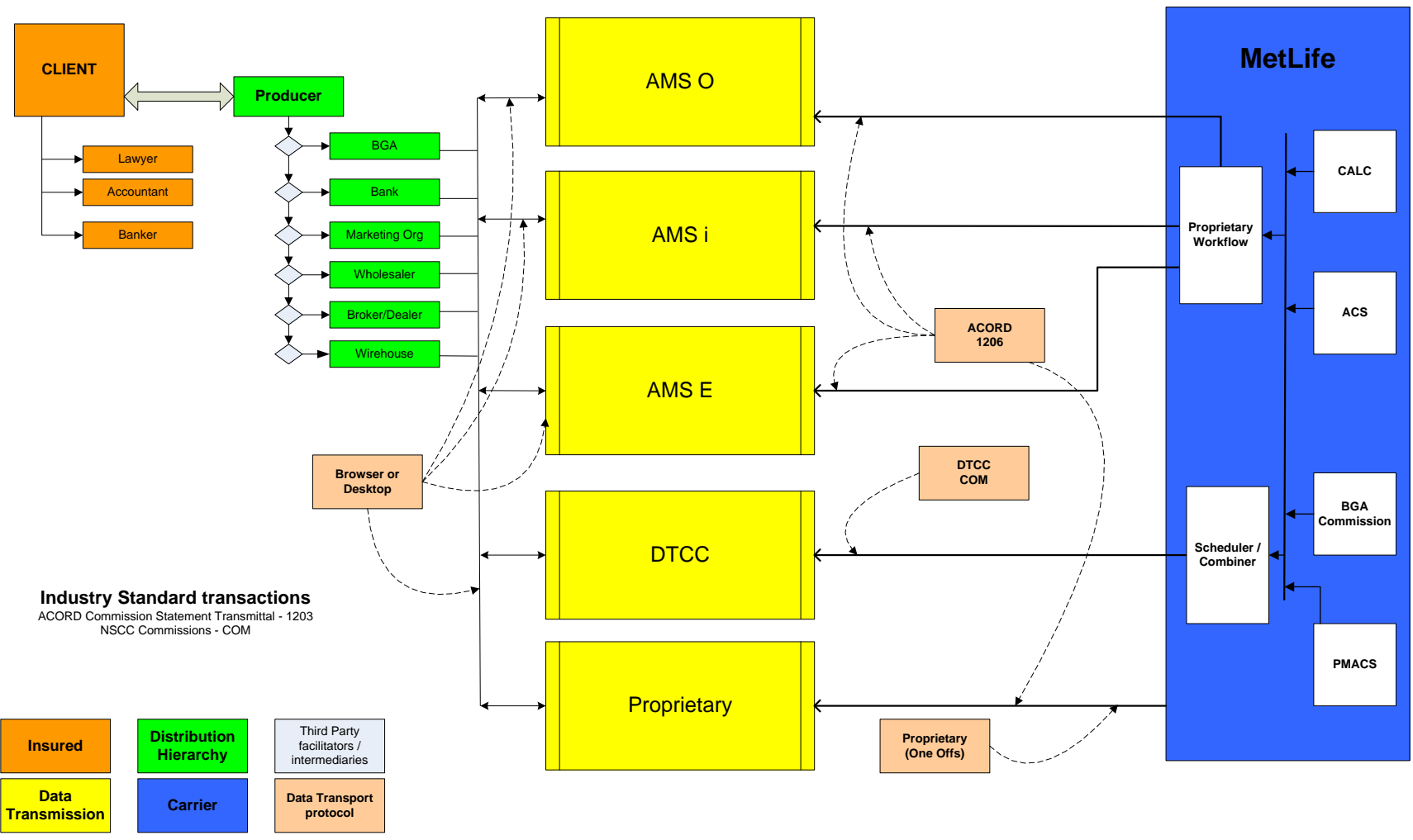
ACORD  
New Business Submission – 103  
NSCC  
Application / Subsequent Premium  
– APP/SUB

Insured	Distribution Hierarchy	Third Party facilitators / intermediaries
Data Transmission	Carrier	Data Transport protocol

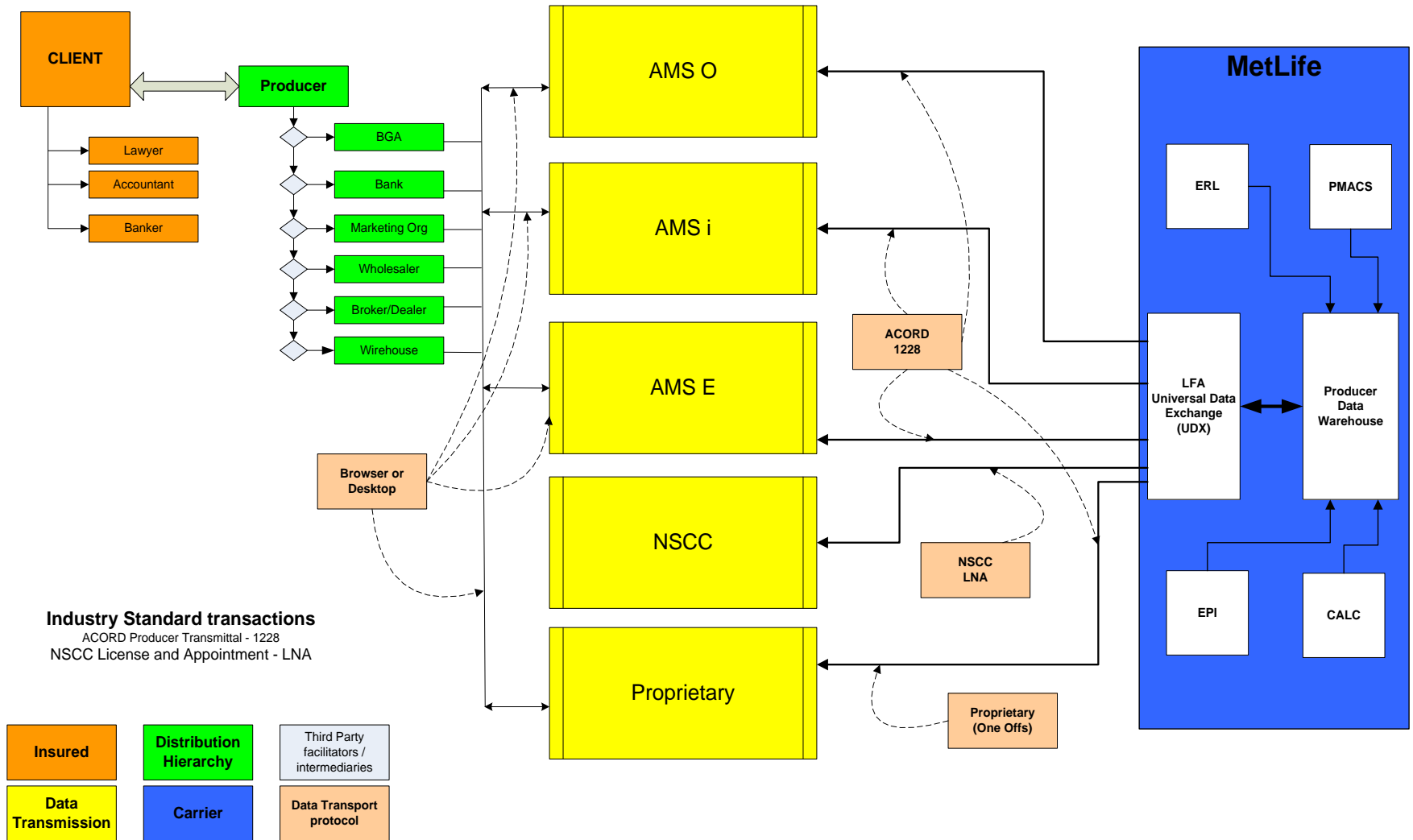
# Pending Case Status



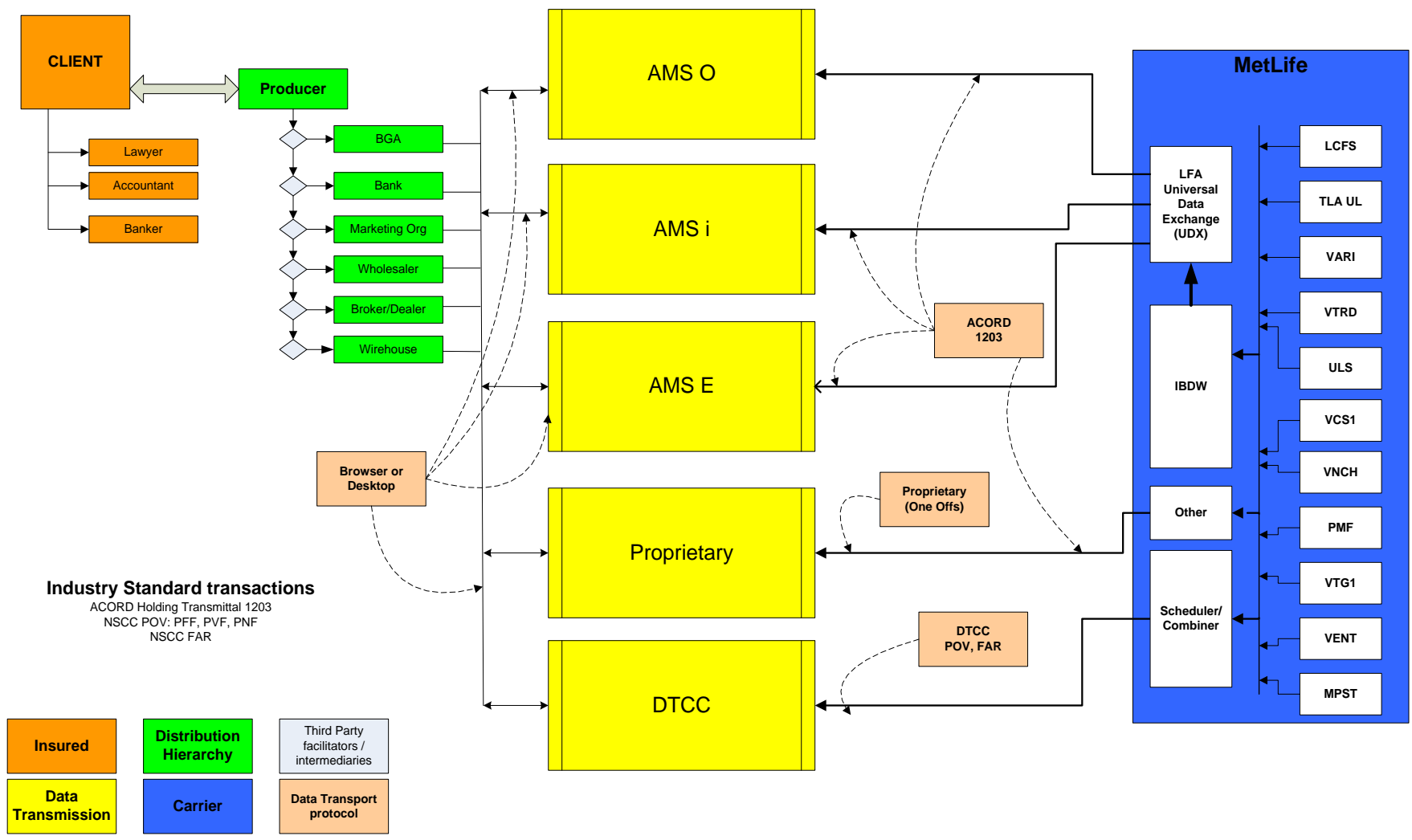
# Commission Statements



# License/Appointment Status



# Inforce Status



# Questions and Answers

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# MetLife®



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