



A story about IDIT™

Amazing Software

INTERVIEW

**The Delta Works
of Polis Direct.**

A story about IDIT Amazing Software

By Robert Adriaans

The System

In today's insurance world, advanced IT solutions are key enablers for insurance companies for moving ahead with the times. Automating insurance processes can not only bring about immense cost savings, but also allow companies to quickly offer new insurance products according to changing market needs. One such end-to-end system for the whole spectrum of the P&C, non-life, insurance sector activities is IDIT™, by IDIT I.D.I. Technologies Ltd.

IDIT™ is an end-to-end, fully modular system covering both the front and back office functions of an insurance company. Not only does the system incorporate customer relations management as well as broker & agent management, policy administration, billing & collecting, and claims management, but customers can also choose to include additional modules as needed, depending on their specific needs. Moreover, the platform provides an extensive back-office system with links to a variety of general ledgers, claims processing, underwriting and rating. The system enables producing extensive reports for use in business intelligence and corporate performance management. Workflow-management, imaging and documentation, as well as straight-through-processing, all further enhance the system as a complete platform for all P&C insurance processes.

The basic premise at IDIT I.D.I. Technologies has always been not to tell insurers how to do their business, but rather to listen to what they want, strengthen them with tools and be flexible in letting them make their own choices. As the system was orig-

inally developed in-house at a local Israeli insurance company (Israel Direct Insurance), this approach has been deeply embedded within the company culture and the system itself.

When Israel Direct Insurance wanted to automate its processes and create an optimal operational reporting system, which will convey information to management in real-time, the company's R&D began developing an appropriate platform. Once the system was fully developed and working properly, management decided to start a spin-off, IDIT I.D.I. Technologies Ltd., which began offering the package to fellow insurers. Putting the IT know-how out in the open did not pose a problem as IDIT was, and still is, convinced that an insurance company should distinguish itself with business rules and products, and that automation should not be the core business of an insurer, but rather, should serve as a means to an end and be carried out as efficiently as possible. The IDIT™ system became available for other insurers and was further developed and perfected, creating the present-day package. Now IDIT provides complete automation for many tier 1 and smaller international insurance companies, while being backed up by a strong holding company, The Formula Group.

The Technical Side of the Story

IDIT™ is comprised of three parts; an international core, identical for every client, a country specific layer, in which for example, local legislation and regulation can be incorporated and a client specific layer, where the particular needs of the client are realized. The latter are fulfilled by IDIT

and its partners using specific setup parameters during the implementation period.

The IDIT™ platform is extremely flexible, not only due to its many possible setup parameters, but also because customers may choose which tools to use according to their specific needs. For example, IDIT™ has its own customer relations management system, but clients may choose to use a different CRM system, which can be easily linked up to the IDIT™ front office applications. Hence, the system offers flexibility not just at the technical level, but also at the operational level.

The first version of IDIT™ was based on a Sybase database and was a client-server application. The following version was programmed in Delphi and was database independent. However, the latest and current version of IDIT™ is completely JAVA based, guaranteeing speed as well as database and application-server independence, thus making the possibilities on the internet unlimited. The complete application is web-based, and in most cases an Oracle-database is used.

All IDIT™ clients have maintenance contracts, and enhancements are constantly being made available to maintain the software up-to-date, making sure clients are always equipped with the latest technology and innovations based on trends and needs in the P&C insurance market.

Time to Market

Getting the 'time-to-market' right is of utmost importance for IDIT. Although the time needed to have the software up and running is much dependent

upon the situation at the client company, IDIT has accomplished impressive achievements in the past in getting its system fully operational within a short space of time. A leading example is the Groupama site in Chengdu, China, which was fully operational, in Mandarin, and approved by the Chinese regulators, within four months of signing the contract.

Reporting Possibilities - Business Intelligence & Corporate Performance Management, Workflow Management and Documentation

IDIT™ interfaces with a data warehouse which organizes all data in OLAP cubes. Once the data is extracted from tables using the IDIT ETL tool, users can analyze the data with any open-source software and view it in clear reports.

IDIT™ also offers many possibilities for workflow management. Not only can every action be monitored as it progresses, but users also have their own diary where personal tasks can be planned and followed up on. Moreover, IDIT™ provides extensive tools for scanning, managing and

organizing incoming as well as outgoing documents.

The Power of Value Chain Management, Single Point of Entry and Claims Management.

Value-chain management is fundamental for companies wishing to fully automat their processes end-to-end; it enables great cost reductions (necessary due to the increasing pressure on margins) and leads to better processes and increased profits. As such, value-chain management is embedded within the IDIT™ platform.

IDIT™ facilitates contact with intermediaries and insurance agents via the web, therefore eliminating the need for re-entering data (i.e., single point of entry; which is also the starting point of the whole application), and decreasing the chance of human error. The system also makes it possible to update the ledger of the intermediary or insurance agent from the back office of the company. The ability to update everything online and in real-time, enables smoother working relations with brokers and agents, which, in turn, leads to increased profits as reductions and special

deals can be introduced quickly. Furthermore, value-chain management also offers the possibility for straight-through-processing and faster claim-handling, which is beneficial for all parties involved.

IDIT and the Future

A strong team spirit is very much apparent at IDIT's offices in Tel Aviv. Everyone sits together, programmers, sales people, managers and staff; all occupied with the wishes of the client and the most recent developments within the insurance industry.

During a final interview with Yoel Amir, CEO and Amira Paz, CFO, it seems that future plans for IDIT are looking very good. IDIT plans to get a big slice of the market while further enhancing the platform where necessary. Currently, IDIT is also working on developing tools for the big reinsurance market. However, despite the company's strong wishes for expansion, Amir emphasizes, clients' wishes and developments in the insurance market will remain explicitly fundamental in shaping the future of IDIT.

The Formula Group

A strong base for IDIT

One of the main strengths of IDIT™, is that not only is it a revolutionary platform but that the company developing the platform is backed-up by one of the leading IT groups in Israel, Formula Vision, part of the Formula Group (Nasdaq: FORTY).

Formula Vision holds 60% of IDIT, while the remaining 40% is in the hands of Direct Insurance Financial Investments Ltd. (owned by Zur Shamir Holdings). Formula Vision is traded on the Tel Aviv Stock Exchange (TASE:FVT) and has an asset value of over 100 million USD. The company invests mainly in information technology.

Formula Systems, the holding and managing company of the publicly traded companies of the group and their subsidiaries, is listed on NASDAQ (symbol:FORTY) in the US and the TASE (symbol:FORT) in Israel. The group serves its, 'blue-chip' clients with 5.800 software professionals while having a turnover of more than 500 million USD in over 50 countries.