

OMG Insurance Information Day

Driving Business Agility in Insurance with Modeling and SOA

Hosted by the OMG Insurance Working Group

September 24th and 25th

Jacksonville, Florida

Agenda: Monday September 24

- 09:00 – 09:10** **Welcome and Introduction**
Andrew Watson, Vice President & Technical Director
Object Management Group
- 09:10 – 10:00** **Transformation in Insurance: Can it be a Reality?**
Keynote Speaker: Deborah Smallwood, Chief Transformation Officer Insurance
Company of the West (ICW)
- 10:00 – 10:15** **Morning Refreshments**
- 10:15 – 11:15** **Business Agility for Insurance: An Overview of OMG Insurance
Working Group's Activity**
Bill Jenkins, CIO, Penn National Insurance and Dr. Harsh W. Sharma, OMG SOA
SIG Co-Chair
- 11:15 – 12:00** **Using Standards to Improve Business (tentative topic)**
Lloyd Chumbley, ACORD
The industry working together to increase efficiency, improves communication,
and decreases costs through standards.
- 12:00 – 13:00** **LUNCH**
- 13:00 – 14:00** **Taking the Insurance Industry to the Next level: What Solution
Providers Must Deliver?**
Cynthia D. Maike, Enterprise Architect
Insurance Company of the West (ICW)
- 14:00 – 15:00** **Regulatory Compliance, Risk Management and Agility**
Walter Kuketz, Chief Technology Officer, Collaborative Consulting
- 15:00 – 15:15** **Afternoon Refreshments**
- 15:15 – 16:15** **The Importance to the Insurance industry and Financial Services
Conversion of Maps for Payment Data and the RFP for XMI Profile
Settings for ISO 20022**
OMG Finance Domain Task Force Update - Mark Eisner, Firestar Software,
FDTF Co-Chair
The OMG Finance Domain Task Force will present final submissions to
the RFP for Conversion Maps for Payment Data and the RFP for XMI
Profile Settings for ISO 20022 and the importance to the financial
services and insurance industries will be emphasized. Also the
collaboration between Financial Services Technical Consortium (FSTC)
and OMG members in response to the RFP for Reference Models of
Business Processes for Financial Services, with the focus on improving

security of financial transactions through reduction of the amount of sensitive data in transit and at rest.

16:15 – 17:00

Wrap-up overview and Panel

Deb Smallwood, Cindy Maike, Lloyd Chumbley, Mark Gorman, Bill Jenkins
The Industry experts will discuss and answer questions from the audience on:
- What is the 'Secret Sauce' or 'Holy Grail' of Business Agility for Insurers?
- Is the Insurance Industry ready for Business Agility?
- Is SOA by itself going to enable the Business Agility?
- What is the adoption rate of SOA in Insurance? - What makes or breaks it?
- What role can data standards play in delivering better ROI of SOA initiatives and interoperability among vendor products?

Agenda: Tuesday September 25

SOA in Insurance

09:00 – 09:10

Day 2 Introduction

Dr. Richard Soley, Chairman & CEO, Object Management Group

09:10 – 10:10

SOA Governance: Assuring Business and IT Alignment at the Enterprise Level

Mark Gorman, Strategic Research Advisor, Insurance, Tower Group
The technical advancements provided by SOA over the current legacy environments managed by most insurers offer a very real opportunity for strategic advantage. Adoption of the SOA paradigm drives new business models, new business processes, and new business organizational structures to allow insurers to leapfrog the competition,

10:10 – 10:25

Morning Refreshments

10:25 – 11:15

OMG and SOA: An overview of SOA Special Interest Group and Agent Technology for Business Agility in Insurance

James Odell, OMG SOA SIG Co-Chair

11:15 – 12:00

Business Driven SOA

Vitaly Khusidman/Arthur Hill, Unisys
OMG Standards empower Business User/SME to define Insurance Business Glossary/Concepts and generate 'Services'

12:00 – 13:00

LUNCH

BPM in Insurance

13:00 – 14:00

Future "Insurance" For Your Business = BPM + SOA

Mike Amend, BEA Systems
Insurance companies are continuously looking for methods to grow or even maintain margins, manage competitive pressures, and look for new business opportunities while at the same time dealing with large natural disasters, increasing regulatory demands, and complex risk management. This session will present the benefits and synergies of business process management and service oriented architectures to combat the challenges facing insurance companies and pave a road to growth and prosperity.

14:00 – 15:00

Business Rules In Insurance

John Hall, Business Rules Group

This session presents an introduction to business rules from two perspectives:

Business rules for defining what your business is and does

Business rules technology as a way of rapidly developing flexible IT systems

15:00 – 15:15

Afternoon Refreshments

15:15 – 16:15

Pegasystems

John Pellant, CTO Pegasystems

A recent poll conducted to determine the near-term issues of CXO's in the insurance industry found that addressing basic process needs are still among the most challenging to all carriers. This session will focus on BPM and how it can directly address key areas of process management.

16:15 – 17:00

Panel: Business Rules in Insurance

Moderator: Dr. Jon Siegel, OMG

Panelists: Mike Amend, BEA. Additional panelists TBA.