

The Baltimore Life Companies are providers of insurance and related investment products to clients in the Mid-Atlantic region, and to national customers through strategic partnerships with specialty marketers and independent marketing organizations. It is one of the fastest growing life insurance companies in the United States.

Owing to the rapid growth of strategic alliances and partnerships, and the need to bring insurance products to market faster, Baltimore Life needed to improve their knowledge management process and maximize previous IT investments. The first step toward achieving these goals was the creation of a facility to maintain and disseminate a comprehensive view of each of the company's products and alliances to Baltimore Life officers, managers, and business partners.

Flexible portal maximizes existing technology

Leveraging Baltimore Life's existing investments in Microsoft development tools, servers, proprietary document/ imaging systems, and IBM DB2-based policy issuance and maintenance systems, HMG Technologies helped establish a technical architecture for a web-based Product & Partner Portal that would utilize Baltimore Life's Intranet and the Internet (for the company's business partners) to deliver data to all users in a secure, simple to use, and timely manner.

Baltimore Life personnel can "surf" the portal from many points of entry (product, alliance, company, features, documents) and traverse the complete network of interconnected components (products to alliance, alliance to products, alliance to contract documents, products to forms, forms to states). Also, information from multiple departments is available in a consolidated system.

HMG worked with lead BLC developers to perform the requirements analysis, technical architecture, and design specifications for this project. Working with Baltimore Life's senior management and information technology group, HMG developed, tested, and rolled out the initial phase of the Product Portal within three months. Because of the immediate success and acceptance of the Product Portal, HMG is now working on additional phases of the project to further extend corporate information sharing and usage.

Results improve processes

Baltimore Life has realized immediate and tremendous gains in productivity. Users immediately gained access to data that had previously been accessible only through separate, departmental applications. Information is linked and users can navigate through all related product and alliance information, regardless of source of the data. A single sign-on to the portal allows users from all executive, management, marketing, legal, actuarial, and accounting areas to view dynamic product development, compliance, and performance information and reports. The portal is the key collaborative technology backbone for the formal new product and alliance development process established by Baltimore Life.

Technologies

Microsoft Windows 2000 Server, Internet Information Services (IIS) 5.0, Active Server Pages (ASP), SQL Server, Visual Basic, COM+; ODBC to IBM/AS-400/DB2; Crystal Reports Developer Edition 8.5; Insystems/Calligo Document Management System.