Woodgrove Live for Insurance – Version 2 Demo

Demo Script and Instructions

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Background and Setup Information

Duration:

15 to 20 minutes

**What Is the Woodgrove Live for Insurance Demo?**

The Woodgrove Live Insurance Demo shows off the immersive insurance experience that can be delivered through the new Microsoft Silverlight 2.0 Platform and the Windows Live Platform services. Woodgrove Live for Insurance is the user interface part of the Microsoft IVC (insurance value chain) Software Factory for ACORD Standards that was announced at the ACORD conference in May of 2008. This application demonstrates the Microsoft rich internet (RIA) platform for delivering a cross browser (IE, Firefox, Safari) and cross platform (Windows, Mac, soon Linux) web application built in .NET.

The web is very important for insurance due to deployment concerns delivering applications to captive and independent agencies. RIA’s are very important to simplify and provide a more intuitive view of a company’s products, with the intention of quicker training and internet/agency up-sell. .NET is the number one way of building a business application and is universally recognized and understood by developers world-wide. Woodgrove Live for Insurance brings together a rich user experience, delivered over the web, with a development platform that is proven and understood by developers everywhere.

The Woodgrove Live for Insurance demo provides:

* New ways of quickly getting a 360 degree view of a customer’s relationship with the insurance company showing immediately what products have been purchased; and more importantly, which products have not been purchased.
* The ability to act as an advisor.
* The demo have a high level of integration with Windows Live Platform services, and was a joint investment by the Windows Live team, the Virtual Earth team, and the Insurance team. Windows Live technologies used include the Authentication Service (for authentication), Silverlight Streaming (streaming in agent tutorial videos from live.com), Windows Live Messenger (for sharing the application through Messenger with a customer), Automated Service Agents (for chatting with an automated agent), and Virtual Earth (extensive integration for property quotes and claims servicing).
* Mutual Fund investing for a 529 product, borrowed from the Woodgrove Financial demo.

Technologies to Be Demonstrated:

* + Microsoft Silverlight 2.0 beta 2
  + Virtual Earth
  + Windows Live Authentication
  + Silverlight Streaming
  + Windows Live Messenger application sharing
  + Automated Service Agents
  + SQL 2008 geo-spatial data

Setup Information

System Requirements:

This demo requires a computer with:

* Microsoft Windows® Vista or XP 32-bit
* Silverlight 2.0 beta 2 (uninstall other versions of Silverlight first) - <http://www.microsoft.com/silverlight/resources/install.aspx?v=2.0>
* IIS 7.0 installed (tested with Firefox and Safari as well).

The Demo is designed to be viewed at a screen resolution of 1024 x 768 or higher.

Installing the Demo:

* To run the demo from a remote location, click here: <http://www.microsoft.com/silverlight/resources/install.aspx?v=2.0> .
* To install the demo and run it locally (this is involved and requires SQL 2008, among other things), follow the detailed instructions in this document (IVC\_Software\_Factory\_for\_ACORD\_Standards\_ReadMe\_First.docx) located here: <http://www.codeplex.com/IVC/Release/ProjectReleases.aspx?ReleaseId=13385> .

Demo Script and Talking Points

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| **Introduction** | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| Setup |  | Launch Internet Explorer or Firefox and open http://www.snowdencole.com:3347/default.aspx | If you do open it up in Firefox, it helps to demonstrate the cross browser functionality. |
| Login | We can integrate with any custom authentication provider for a particular carrier, or leverage Windows Live’s authentication service as we’re doing here. | Application prompts the user for a WindowsLive account. Enter an account (or create a new one at Live.com) and login. | Windows Live authentication. |
| Introduction | On this opening view, the customer or agenet employee can see the full view of the business this customer does with the insurance carrier.  Talk about the disk, the icon’s changing color, the premium real-time calculating (running total). | Drag the automobile off the disk. Note how the total premium now goes down. There is no longer a multi-policy discount for the customer.  Put the auto icon back on the disk. Multi-policy discount is now calculated because there is more than one product purchase by this customer. | Use of animation and color in Silverlight provide an immersive user experience mapping to the raised level of application expectations of today.  Multiple products – but one premium shown. Simplifies it for the customer. |
| **Life Insurance: User experiments with a whole life policy** | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| **User drags the life icon onto the disk.** | Term life is easier to sell online, but whole life is much more complicated. This app helps advise the customer on how much life insurance do they need to purchase, rather than asking them – it helps determine what’s best with what-if scenarios. Rather than telling or asking the customer how much they should buy, we’re advising them.  Talk about how we dumbed down something complicated into a clear set of simple levers (6 variables). We simplified something very complicated. | 1. Drag the life icon onto the circle. 2. Move the clash and saving slider. Notice and point out the amount of insurance needed getting smaller as the cash goes up. 3. Move the interest rate up. Notice the amount of insurance getting large. 4. Note the X and Y axis values changing on the pie chart as the sliders move. 5. Note the assets and expenses. | We’re calculating the shortfall. If someone was to die and were to need say $3000 of cash per month for the next 25 years, how much does that change if various other values change. |
| **Built-in Training tutorial.** | Incorporating realtime training is a huge problem and training agents on how to sell the many products is a real issue for carriers. Here we bring in Silverlight Stream from Windows Live to stream in tutorials. Point out that this is how the millennial generation is used to receiving training (the youtube affect).  Highlight here that these videos, which can be very large files, are being hosted and streamed through Windows Live video streaming service. Windows Live offers up to 10GB of free disk space and Microsoft supplies the resource intensive bandwidth and incurs the cost. One of the limiting factors our customers deal with today is the storage and bandwidth for delivering context rich training or informational videos … Windows Live can provide that service as part of your web app deployment. This is a resource intensive activity that can be served up from Windows Live. | 1. Open/”Show” the Video Tutorial window at the bottom of the window. Click on the video images to scroll thru the carousel, stop on the Umbrella video and “Play” using the Arrow in the center bottom of the videos. 2. Note when the talking head talks on the video that the application highlights as he talks. Silverlight development model allows for capturing events from the video feed and incorporating those events in the application. 3. Press the “Hide” button to close the window. | Silverlight Streaming and Silverlight Application – in synch. |
| **Purchase the policy.** | Now go back and press the enroll button on the Life screen to purchase the policy.  An ACORD 103 form will pop up – following the ACORD Forms standards for Life. Further data collection could happen here to enroll and purchase the policy. Or further Silverlight forms could have launched to enable more data collection from the user. | 1. Press the Enroll button on the Life screen. On some computers – this will do nothing as you don’t have the InfoPath form installed. 2. If it was installed with InfoPath Forms Services or you have the infopath form locally, it will open and start the enrollment process. 3. Press Accept on the Life window to close the life function. | InfoPath forms services. InfoPath. |
| **Umbrella Insurance:** User wants to experiment with an umbrella policy | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| **Drag Umbrella Insurance onto the circle** | Most P&C insurance companies try to sell Umbrella. Here we’re going to use graphics to show a customer clearly that they have exposed assets and could use additional coverage.  The customer has 800,000 in liability coverage with the insurance company already from their auto and home policies, but they have more assets to their name that are uncovered in the case of a neighborhood child getting injured on their property or something. Umbrella brings the liability up to the same level or higher than the amount of assets – thus covering all of the assets. | 1. Drag Umbrella Insurance onto the circle. 2. Experiment with the values – more details in the next column. 3. Slide the assets bar to 1,500,000 and the liability bar to 2,000,000 4. Close Umbrella by selecting OK. Notice the total premium went up. | The Estimator opens with some basic assumptions and information on current policies already owned. Our customer already has a $500,000 home liability policy and is covered for $300,000 in auto liability. Using the slider bar, we can estimate his total assets as well as the overall Liability Coverage he would want to apply for.  Let’s assume our customer has $1.5M in Total Assets and with the liability coverage he already has on his home and auto policies, wants to go with a $2M Umbrella coverage. If we set those parameters, when we Accept these calculations and close the Estimator window, we see that this monthly premium will be $100.00 and his total savings per month have increased as well due to the multi-line discounts we are offering. |
| **College Education Savings:** User experiments with a college 529 savings fund | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| **User wants to experiment with a 529 college savings fund.** | Much like the life insurance feature, here we advise the customer one how much they should actually save for their child’s college education – then we allow them to enroll in a fund. We help estimate the costs here. | 1. Same kind of slider controls we had in Life. Move the monthly savings slider up. Watch the black line in the graph until it reaches the blue line. Here – we’re advising the customer on how much they need to save based on the college inputs from the previous column. | Real-time calculations. Silverlight graphics. Immersive controls. |
| **Enroll in a 529 fund.** | Allow for enrollment. Show the how much the user is saving now that we include market growth with invested funds. The feature above did not include market growth. | 1. Student information. Talk about entering student information. Don’t enter anything, just hit next. 2. Sample portfolio. This shows a sample portfolio. Just hit next. 3. Customize portfolio. Now we’re going to customize how our portfolio and invest our saved funds in some mutual funds. Click on Foreign bonds. Drag it over to the center of the circle. Drop it. It should add itself to the circle and ask for a contribution rate. Set a rate. Add the “Other fund”. Do the same thing. Talk about the cool graphical ability to set contribution rates. Mouse over the circle. Note the graphics. 4. Savings visualization. Now we’re going to show our investment with some market growth factored in. Initial investment with market growth goes up. Move this up. Show the growth vs our initial investment, and with our savings target factored in. 5. Illustration. This shows an illustration of the finished policy. Finish. | Silverlight graphics. Drag and drop. Rich internet experience. Silverlight is a subset of WPF that targets your graphics card directly, enabling this kind of graphical processing. |
| **Property Insurance: Agent is called by a customer who needs a property quote** | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| **We’re an agent. Customer calls the agent for a property quote.** | Customer calls the agent to begin a property quote. Agent has an integrated tool suite to provide the most updated set of information to make decisions. | 1. Drag the house to the circle. This starts up a property quote. 2. Click next past the address. The address is for an address in Broward County FL. Leave this address, as the rest of the demo depends on it. | Visualization of payment history and cash flow modeling. |
| **Virtual Earth screen with property (house) and comparable policies overlaid.** | We’re finding that many of our clients want to add second homes to their portfolios – many of these homes are near the coast or on water somewhere.  Once we have entered in the address, the system takes us to their location on the map where we can see an aerial photograph of the house. In this example we can see that there is a pool in the backyard and we can view the house from multiple angles. | 1. Play with the VE controls. Note that we automatically show the customer’s address in the middle of the screen, and surrounding policies from the carriers policy administration system on the outside. Key point – the carrier can overlay their data on top of the VE visualization. Very powerful data for the agent to have to make real-time underwriting decisions or look at comparable neighborhood policies. | The Virtual Earth platform provides the richest visualization layer available |
| **Underwriting right in the agent app based on real-time data. Cuts down time and expenses.** | This tool can be configured to prevent the agent from exceeding a defined total insured value for a given zip code, county, or other geographic area in order to avoid geographic concentration of risk or alternatively, we can see the total insured value of a given region being impacted by a hurricane.  The system conveniently displays neighboring policies to determine comparable values in order to make sure that the property is not underinsured. |  |  |
|  | When the agent is providing a quote to the customer, it is invaluable to be able to show that while they may not be in a flood zone, they are close to one and may want to take out a policy to prevent against any losses.  While our customer’s property is not in the flood plain, we can see that they are less than 1/10th of a mile from the canal, so they may want to consider coverage. | 1. Click on the flood plain checkbox. Note the color overlay. These are real floodplains from Broward County FL. The data here comes from SQL 2008 using the Geo-Spatial data type. 2. Mouse over and see the distance from the floodplain. | SQL 2008. |
| **VE. Wildfire feeds.** | In this scenario, we have integrated the FEMA flood zone information.  The platform provides the richest content layer available to insurers with imagery, maps, elevation data, geocoding and 3D models of major urban areas. We currently have a 23 petabyte database and add 20-50 TB of new data every month to ensure that we have the most up to date coverage available in the market.  If Kim zooms out, we’ll see another example of a near real time data feed. This one provided by the US Forest Service.  When the fires hit Southern California, all new policies were stopped by many carriers even though many of the properties were nowhere near the wildfires resulting in a significant loss of business.  Through this tool, we can quickly identify the proximity of wildfires and determine if they are anywhere near the property in question.  This can also be utilized for the enforcement of binding suspensions for any property that falls within a certain distance of a wildfire or any other known hazard. | 1. Click on “Wildfire” overlay and Zoom Out … click on the zoom out icon and count to 3 or 4 until the flames appear 2. Hover over the flames to show the description |  |
| **Risk mgmt speaking points.** | As the property gets added to the system, additional data may be collected which will be utilized by the risk management team as they assess overall risk and rate structure. Building type, roof type and other building characteristics can all be verified with the customer and added to the system in order to provide a more accurate assessment of risk.  As we further define the property characteristics, the premium reflects those changes and we can accept the policy. |  |  |
| **Finish** | Finish out the quote. | 1. Hit next. Select Flood Plain radio button. Note the surcharge for a flood plain is added. 2. Hit next and finish the quote. | Note the standard silverlight controls for data input – very easy to do. |

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| **Claims:** User wants to view past claims | | | |
| **Step** | **What to Say** | **What to Do** | **Highlighted Feature and Capability** |
| **Click on the claims icon next to the customer’s head** | Claims servicing is incredibly important for customer loyalty and renewal. Features like this help customers manage their own claim, raising loyalty and cutting down expenses.. | 1. Click on the claims icon next to the customer’s head. 2. Scroll through the auto and property pictures to show some recent claims. 3. Hit the auto dropdown. 4. Select a repair facility. 5. Note how we go into VE and can view all repair facilities near us (in this case Toronto Canada). This data all comes from VE. 6. Play with the map. Show different views. 7. Go back and do the same for rental cars, auto body repair, etc. 8. Show the map from a store to our current location by double clicking on the repair shop or something else. | VE’s very rich catalog of yellow-page type data in any major urban area.  You can see details on the claim, photos, etc as well as look-up Repair Facilities close to your customer using the Virtual Earth platform & service.  Locator applications thru Virtual Earth are a way for companies to provide real-time location relevant information and customer service thru your website – for both your employees and customers – strengthening your customer connections.  In a Claims scenario, you could use Virtual Earth’s capabilities and data overlays to help your customer’s locate claims facilities, repair shops or rental agencies. You could also capture precise 3-D imagery of the accident location.  There are many ways Virtual Earth can help streamline claims processing. and enable insurance companies to visualize complex business information, and unlock its value by making it accessible, visual, and actionable |

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