SFS ENTERPRISE INSURANCE SOLUTIONS

SFS | EBPM+

Strategic Functional Systems

+ Customer Centric
+ Service Oriented
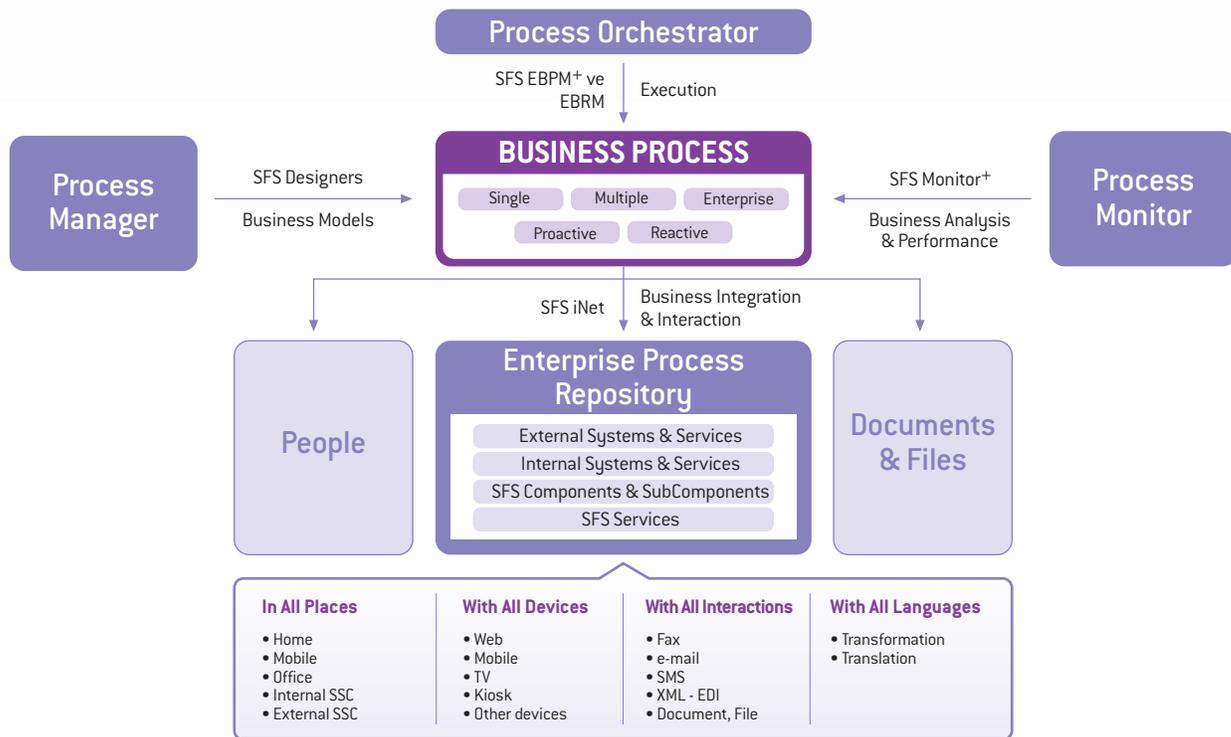+ Internet & Mobile Based
+ For WorldWide & Local Needs

Real-Time Enterprises & Processes
Powered by SFS EBPM$^+$ as a Business Process Utility

Focusing on innovations, differentiations and strategic executions are vital in today's competitive business environment. Globalization has acceleratively been increasing while bringing people and systems closer. Being a real-time enterprise providing real-time knowledge management among the ecosystem members of a company (i.e. customers, channels, employees, service providers and their sub ecosystems) combined with company's strategic and innovative culture is a competitive power.

Being a horizontal component of holistic SFS strategic solution architecture, SFS EBPM$^+$ is a knowledge based business process utility system. From simplest to the most complex business processes like the ones among different enterprises, **SFS EBPM$^+$** is the smart leverage to create a sustainable, effective, efficient and agile business of the new century. Unified platform enables proactive, realtime and two way system collaborations and processes resourced by various systems, services, people, companies and interaction methods.

SFS EBPM+ to be used for :

→ Designing, applying or monitoring of a business activity or a process

→ End to end business process cycles

→ Building an enterprise business process repository and management

→ Building a real-time enterprise or real-time process (es)

→ Managing business process and business transformation outsourcing

→ Building an enterprise in-house business process utility to serve group of companies
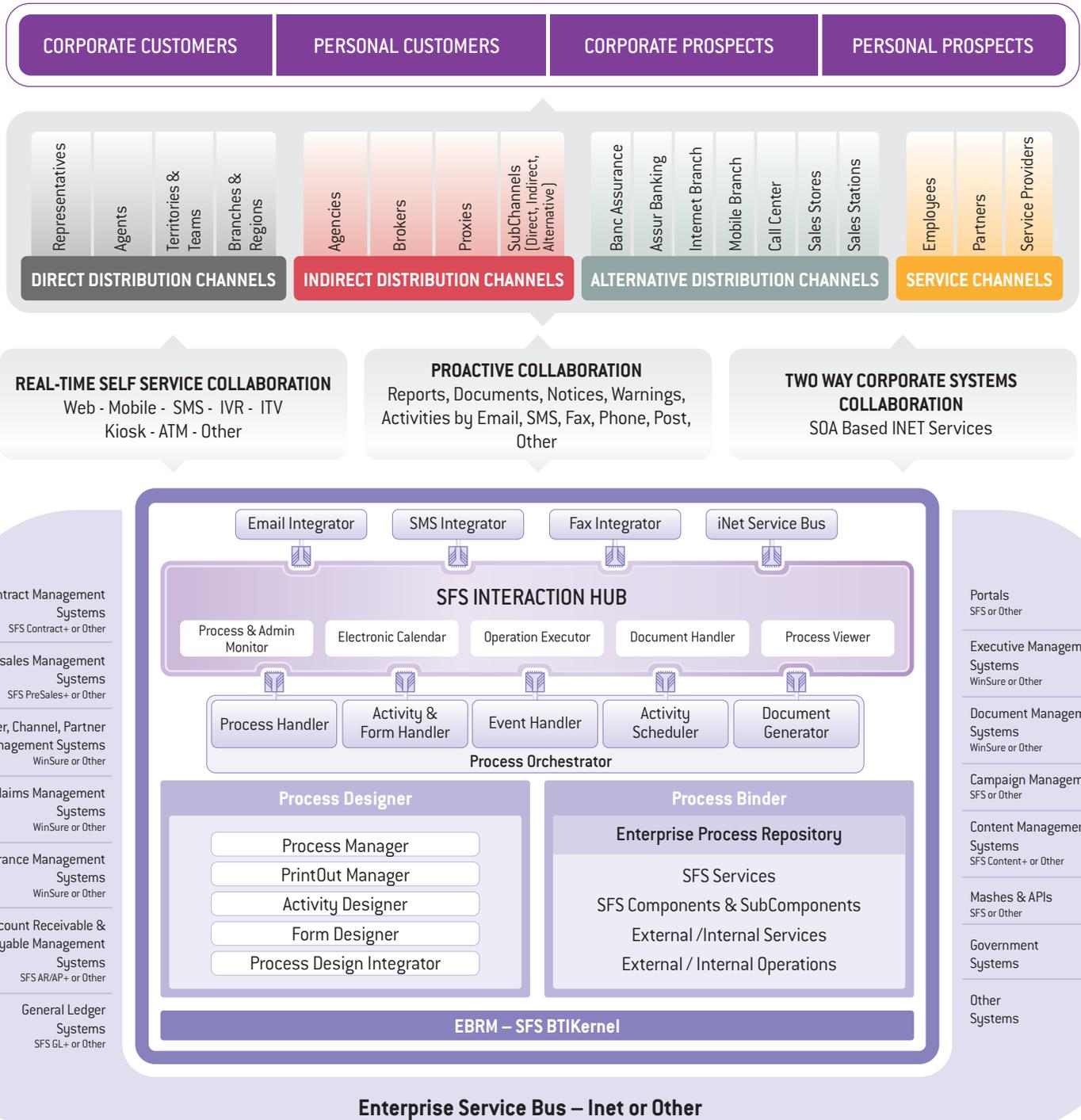
→ Building an out-sourced business process utility

SFS ENTERPRISE INSURANCE SOLUTIONS

As A Complete Solution With Other SFS Components
or
As a Component Integrated With Your Own Architecture

SFS EBPM +

Knowledge Based, Ecosystem Enabled Business Process Management & Utility Architecture For Business Performance

CORPORATE CUSTOMERS	PERSONAL CUSTOMERS	CORPORATE PROSPECTS	PERSONAL PROSPECTS

DIRECT DISTRIBUTION CHANNELS	INDIRECT DISTRIBUTION CHANNELS	ALTERNATIVE DISTRIBUTION CHANNELS	SERVICE CHANNELS
Representatives / Agents / Territories & Teams / Branches & Regions	Agencies / Brokers / Proxies / SubChannels (Direct, Indirect, Alternative)	Banc Assurance / Assur Banking / Internet Branch / Mobile Branch / Call Center / Sales Stores / Sales Stations	Employees / Partners / Service Providers

REAL-TIME SELF SERVICE COLLABORATION
Web - Mobile - SMS - IVR - ITV
Kiosk - ATM - Other

PROACTIVE COLLABORATION
Reports, Documents, Notices, Warnings, Activities by Email, SMS, Fax, Phone, Post, Other

TWO WAY CORPORATE SYSTEMS COLLABORATION
SOA Based INET Services

Email Integrator	SMS Integrator	Fax Integrator	iNet Service Bus

SFS INTERACTION HUB

Process & Admin Monitor	Electronic Calendar	Operation Executor	Document Handler	Process Viewer

Process Orchestrator

Process Handler	Activity & Form Handler	Event Handler	Activity Scheduler	Document Generator

Process Designer

- Process Manager
- PrintOut Manager
- Activity Designer
- Form Designer
- Process Design Integrator

Process Binder

Enterprise Process Repository

SFS Services
SFS Components & SubComponents
External /Internal Services
External / Internal Operations

EBRM – SFS BTIKernel

Left column:

Contract Management Systems
SFS Contract+ or Other

Presales Management Systems
SFS PreSales+ or Other

Customer, Channel, Partner Management Systems
WinSure or Other

Claims Management Systems
WinSure or Other

Reinsurance Management Systems
WinSure or Other

Account Receivable & Payable Management Systems
SFS AR/AP+ or Other

General Ledger Systems
SFS GL+ or Other

Right column:

Portals
SFS or Other

Executive Management Systems
WinSure or Other

Document Management Systems
WinSure or Other

Campaign Management
SFS or Other

Content Management Systems
SFS Content+ or Other

Mashes & APIs
SFS or Other

Government Systems

Other Systems

Enterprise Service Bus – Inet or Other

☐ ENTERPRISE BUSINESS PROCESS MANAGEMENT

End to End Intelligent Business Processes

SFS EBPM$^+$ provides a complete platform that can be used to construct a Shared Service Center. Sophisticated features of the platform brings the power of a business process utility. Whether the utility is used at an in-house shared service center or an outsourced one, strategy executions through business processes can be made continuously. Optimizing existing processes, finding opportunities for reuse and focusing efforts on business targets become common tasks. Governing the extension of existing processes to new capabilities by SOA creates competitive power and innovative processes. Please examine the samples of SFS Touchless processes used for the insurance sector in **WinSure E-Channel$^+$** component brochure to understand how easy, agile and flexible that a business process can be transformed despite its complexity.

Supporting All Kinds of Physically Distributed Resources

Creating location independent processes and services not only covering the employees but also channels, service providers and customers is one of the key features of **SFS EBPM$^+$**. These physically distributed resources can be in any type like people, systems, services, APIs, mashes, electronic devices etc. that can create information electronically or manually.

Lifetime Process Lifecycle Management

Incremental process improvement and radical engineering can continue in parallel. With ecosystem centric **SFS EBPM$^+$** solution, companies can implement CRM philosophy and improve it as a lifetime process.

Innovative Processes

Nowadays, creating innovations on processes is what the competitive companies seek for. **SFS EBPM$^+$** is designed to be used as a tool to define, apply and monitor any kind of business process including innovative ones. It is one of the best tools of management to be sure about applying and monitoring processes of their thought in an organization.

If you want to be a manager using technology enabled business processes like a utility and to open your mind through innovation, please examine the sample processes at the diagram below.

Design Your Tailor Made Business Processes by SFS EBPM+
Samples For Opening Minds
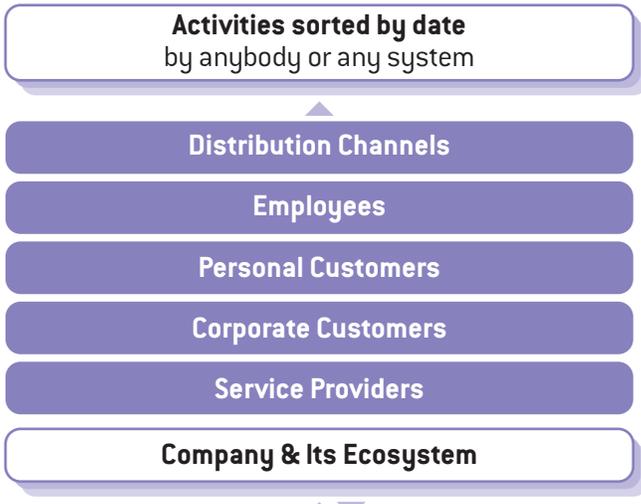
	Customer Call through the right channel through right interaction 6 months after the sales		Listening the Distributional Channels' Product Development Requests Through an Intelligent Process
	Customer Happiness Survey a week after a service		Cancellation Surveys and Processes To Stop The Customer To Leave
	Potential Customer Call To Win Back From Competitor At the Time of Existing Contract End Date		Understanding the High Probability of the Customer to leave because of moving to another city by the help of a Customer Hint through an Intelligent Process
	Priotirizing Customers Through Their Scores Of Value For Service Differentiation		An Integrated Strategy Implementation like "30 minute Pizza Strategy" of Domino's Pizza to all business processes

FEELING THE SFS EBPM+ COMFORT OF DESIGNING, APPLYING YOUR TOUGHTS AND MONITORING THE RESULTS

SFS ENTERPRISE INSURANCE SOLUTIONS

Shared Service Centers

SFS EBPM$^+$ is a horizontal component. Vertically implemented in insurance and complex enterprises, it can be used as a utility supporting horizontal and vertical services in parallel. SFS EBPM$^+$ is the right solution to create any kind of in-house or outsourced Shared Service Centers. Whether the objective is to serve all group of companies or departments or to distributional channels or service providers, SFS EBPM+ can be personalized through the objectives. By the integrated SOA architecture, all kinds of integrations with other systems can easily be realized.

Activities sorted by date
by anybody or any system

Distribution Channels

Employees

Personal Customers

Corporate Customers

Service Providers

Company & Its Ecosystem

Shared Service Center
(In-house or Outsourced)

Vertical Services Repository	Horizontal Services Repository
INSURANCE SERVICES	NEW CUSTOMER SERVICES
BANKING & FINANCIAL SERVICES	CUSTOMER RETENTION SERVICES
TELECOM SERVICES	DISTRIBUTIONAL CHANNEL SERVICES
AUTOMOTIVE SERVICES	ENROLLMENT SERVICES
TRANSPORTATION SERVICES	SERVICES TO WIN BACK LOSING CUSTOMERS
TRAVEL SERVICES	
RETAIL & CONSUMER SERVICES	CONTACT CENTER INBOUND & OUTBOUND SERVICES
MANUFACTURING SERVICES	
HEALTHCARE SERVICES	MARKETING MIX DESIGN SERVICES
ENERGY & UTILITIES SERVICES	PRESALES & AFTER SALES SERVICES
GOVERNMENT SERVICES	FINANCE & ACCOUNTING SERVICES
EDUCATION SERVICES	TECHNICAL SUPPORT SERVICES
	DATA MANAGEMENT SERVICES

Ecosystem Members Working like a Contact Center

Call centers, contact centers can be empowered by SFS EBPM$^+$ then they can be converted to an interaction hub. All outbound and inbound activities and processes can easily be handled by the system. For an effective usage, contact centers can be used as a resource inside a process as well as the starter of a process which SFS EBPM$^+$ supports in all dimensions.

SFS EBPM$^+$ is the right solution to bring the power of contact centers in front of all employees, channels, service providers i.e. all ecosystem members of a company. Ecosystem members working like a contact center can share, reach and use information quickly, effectively and in efficiency. Even the center is outsourced, the collaboration of people and systems in distributed places is increased to the superior level by SFS solution.

Ecosystem Interaction Hub

While building an enterprise experience and relationship with not only the customers but the entire ecosystem and its sub ecosystems of the company, the sophisticated collaboration brings competitive power. Supported by advanced knowledge management environment created by the help of designers, enterprise rule management engine and monitors, SFS EBPM$^+$ helps companies to become a real-time enterprise. A real interaction hub entitles to provide all interaction ways like SMS, email, fax, message (EDI, text, XML, WSDL, BPEL etc.), and content like SFS EBPM$^+$. Two way relations among the ecosystem members while applying integrated service, sales and marketing business processes create a powerful corporate culture based on knowledge, business performance, ecosystem experience and agility.

SFS EBPM$^+$
Strategic Functional Systems

Ecosystem Based Business Process Management

Most of the business processes are started by distributional channels, customers or service providers. Enabling management focusing on their core business, outsourcing is also very common in many processes. Without any intervention of these ecosystem players around a company, a business process lifecycle will not be efficient and agile. By **SFS EBPM+**, real-time processes can be accomplished by the participation of all internal and external ecosystem players. For example, a business process can be started by a sub channel of a distributional channel then routed to the internal or outsourced call center then to the service provider while using the internet fax service provider.

Strategy Execution with Ecosystem Centric Processes by SFS EBPM+

Developing and focusing on strategies through customers, distributional channels, service channels or shortly ecosystem players becomes crucial. Strategic marketing based organizations focusing on customer happiness feel the ecosystem centric strategy implementation needs better than sales based organizations focusing on products.

For a new company, processes for new customers or for new channels may be more important than others. While a company with a huge existing customer portfolio focus more on customer retention processes or processes for the customers that are about to leave the company, another can focus on different strategies.

According to the strategic environment of the company, various kinds of ecosystem centric strategies are developed. Following key performance indicators and business performance targets through each ecosystem centric strategy is critical. **SFS EBPM+ differentiates from all of the workflow systems and business process engines by its ecosystem centric, real-time enterprise and business performance monitoring features. SFS EBPM+ gets the right information to the right people working at any part of the ecosystem at the right time.**

COLLABORATIVE BUSINESS PROCESSES BY ECOSYSTEMS AND SUB ECOSYSTEMS OF A COMPANY BY SFS EBPM+
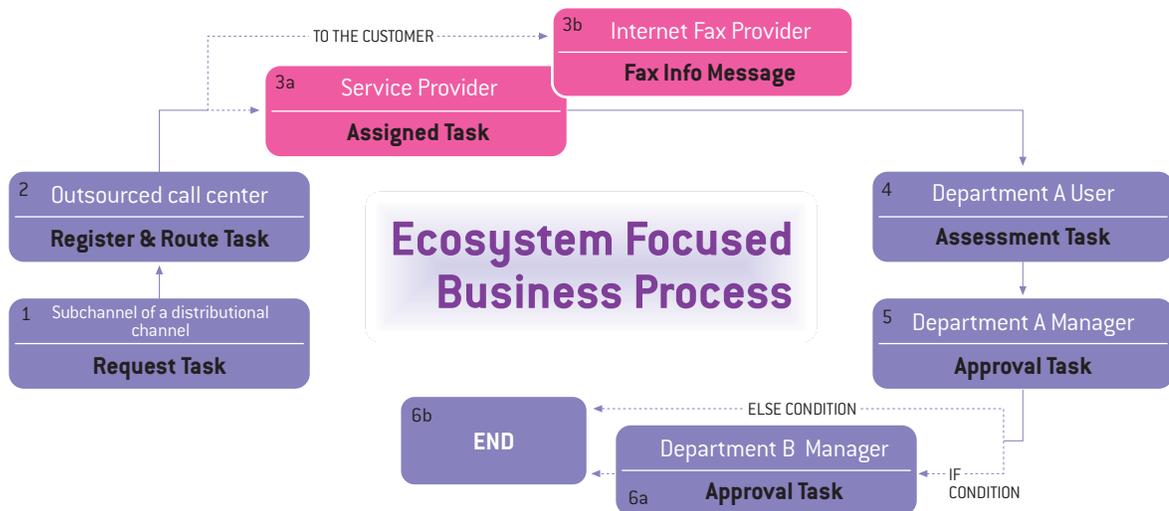
Sharing & Managing Knowledge through Multichannel Collaborative Business Processes

Customers can call the company through different channels for a request or information. The company can respond and process in the same way through all of the channels without any unplanned difference. Sharing the knowledge through all organization by multichannel business processes is a substantial asset. Isn't it very awful for a sales person to call his existing customer for a new product without knowing his cancellation request via another distribution channel because of being unhappy with the company services.

Process management, collaborative process design, closed loop process optimization becomes a part of everybody's job by the help of process portal mechanisms. By shared process repository, processes can not only be designed by the process team but also by as many designers as required.

SFS EBPM$^+$ is the right solution to deliver knowledge through all the internal and external organization within security. It is also the right solution both for companies who want to put single process owners and for companies who want to make process management a part of everybody's job.
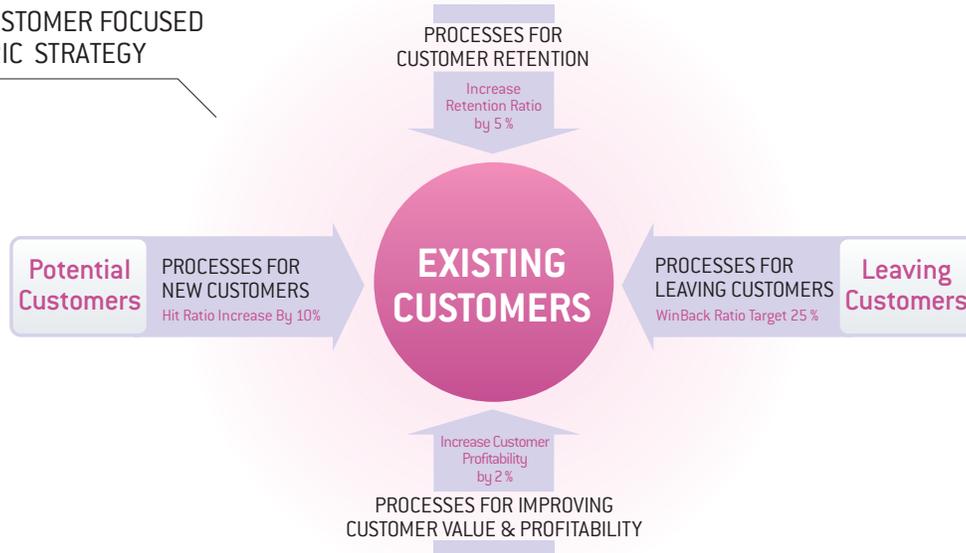
Sensing the Customer Hints

Think of the campaign letters of a valuable customer returning to the administrative office because of his illness or nomination to another city. A real customer centric organization should sense these hints and respond it with intelligent processes through the company. Customer centric business process management system, **SFS EBPM$^+$** facilitates these kind of intelligent processes.

Single View of Ecosystem

Customers, channels, service providers, employees constitute the ecosystem of a company. It also includes the subecosystems around each of them. A single view of a person or a company in the ecosystem with its sub ecosystem is crucial to create 360 degree services and processes.

All contacts of the ecosystem member with different departments through different systems should be in this single view in date and time order. Processes and activities designed in **SFS EBPM$^+$** and created by other SFS components will be seen in this single view. Integrating other processes and activities formed by nonSFS systems into **SFS EBPM$^+$** expedites to attain a complete view.

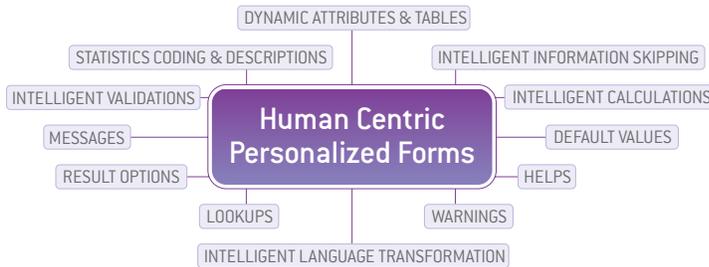A SAMPLE OF CUSTOMER FOCUSED
PROCESS CENTRIC STRATEGY

PROCESSES FOR
CUSTOMER RETENTION

Increase
Retention Ratio
by 5 %

Potential Customers
PROCESSES FOR
NEW CUSTOMERS
Hit Ratio Increase By 10%

EXISTING CUSTOMERS

PROCESSES FOR
LEAVING CUSTOMERS
WinBack Ratio Target 25 %
Leaving Customers

Increase Customer
Profitability
by 2 %

PROCESSES FOR IMPROVING
CUSTOMER VALUE & PROFITABILITY

GETTING THE RIGHT INFORMATION TO THE RIGHT PEOPLE AT ANY PART OF THE ECOSYSTEM AT THE RIGHT TIME

ENTERPRISE BUSINESS PROCESS MANAGEMENT

Personalized Human Centric Business Processes

Various types of activities can be defined by Activity Designer. A form can be designed with dynamic attributes with all intelligent rules facilitating the human entry by Form Designer. A form can be used in different activities.

To-be processes, innovative processes with combinations of human centric and system centric activities can easily be modelled by SFS Designers. Processes can be as complex as they need to be, yet still be manageable. **Document Handler** is the subcomponent to attach the related documents with the activities of a specific process instance. Documents can be kept in an external Document Management System repository while keeping the links with Document Handler. **Document Generator** is the tool to generate personalized printouts during the process.

DYNAMIC ATTRIBUTES & TABLES

STATISTICS CODING & DESCRIPTIONS

INTELLIGENT VALIDATIONS

MESSAGES

RESULT OPTIONS

INTELLIGENT INFORMATION SKIPPING

INTELLIGENT CALCULATIONS

DEFAULT VALUES

HELPS

Human Centric Personalized Forms

LOOKUPS

WARNINGS

INTELLIGENT LANGUAGE TRANSFORMATION

Increased Data Accuracy by Intelligent Validation Services

When a person sends an info or request to another one in a process, there can always be returns. With its human centric structure, **SFS EBPM+** prevents these returns by its real-

time intelligent validations at the time of entry. Thanks to the Enterprise Business Rules Management (EBRM) of SFS BTIKernel that all types of dynamic information and tables with intelligent validation rules can be defined in Process Designer. External information has been controlled by SFS integration framework, Inet. Increased data accuracy and no returns in business processes enable increased happiness and speed in parallel with decreased costs.
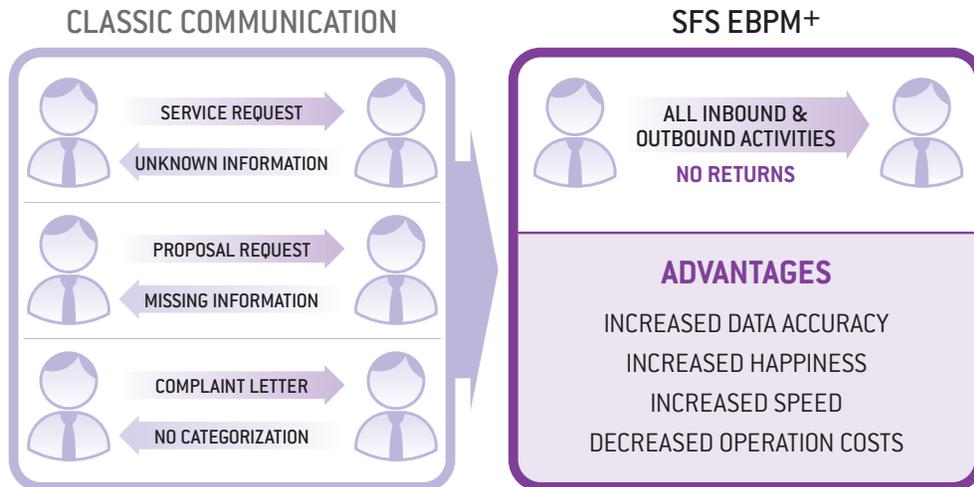
Intelligent Automatic Task Assignments

According to the intelligent rules defined by the help of EBRM, task assignments are accomplished automatically by **SFS EBPM+**. Instead of manual assignments, automatic ones decreases the operational efforts and costs. Whether it is simple or complex, assignments can be realized by the system fully automatic. When there is a need of manual intervention, first the system can select the options and then route it to the right person responsible from assignment decisions the assignment decision with all the information that will be needed for the decision. When assigning a task from a group of people, the system can compare all the features of the task and people. While finding the right person for the assignment, the system can check the existing work loads of the people.

Team Work & Pool User Assignments

Assignments can be routed to a pool user instead of a single user. There can be two types of working in a pool. First the users receive their task through a manager or second the users by themselves take the tasks from the pool. More than one pools can be defined.

CLASSIC COMMUNICATION

SERVICE REQUEST

UNKNOWN INFORMATION

PROPOSAL REQUEST

MISSING INFORMATION

COMPLAINT LETTER

NO CATEGORIZATION

SFS EBPM+

ALL INBOUND & OUTBOUND ACTIVITIES

NO RETURNS

ADVANTAGES

INCREASED DATA ACCURACY

INCREASED HAPPINESS

INCREASED SPEED

DECREASED OPERATION COSTS

Intelligent SMS, Fax, Email Interactions

Automatic delivery of information by using SMS, email and fax will increase the speed of processes. While designing the processes, these interactions can be put into any place in them. By the Intelligent Action Designer, the system will prepare the messages in an intelligent way including the needed documents. **SFS EBPM⁺** handles fax operations by various Internet fax services or by integrating the fax servers in the company. SMS operations are made integrated with the third party SMS service companies. While processing these messages, **SFS EBPM⁺** allows tracking of the status of each operation.

Intelligent Routing & Business Process Orchestration

Business processes can be started manually or by internal, external services or systems by Inet. When the process starts by a starter activity, the Process Orchestrator handles the orchestration of the activities in the process. According to the various event types, automatic or manual activities can be created before or after a specific activity. Conditional rules, content based rules, result based rules and calculations facilitate intelligent routing. Human centric activities, automatic activities, documents, services in XML format or in different formats and other kinds of messages and tasks can be created.
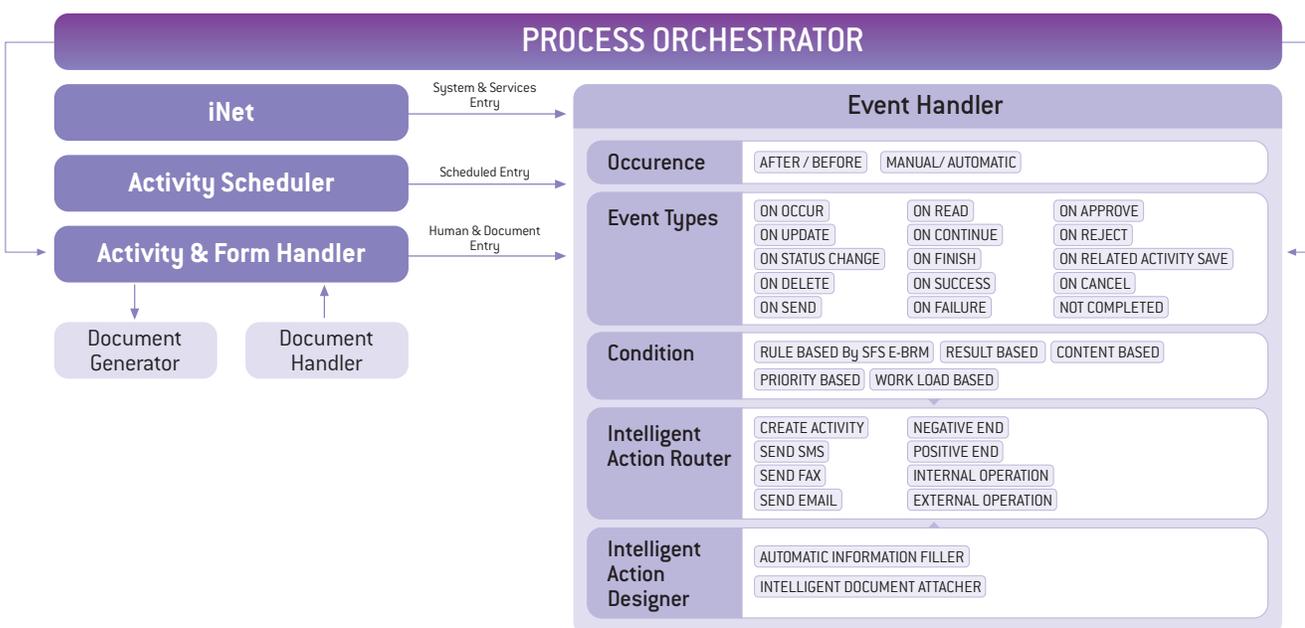
ACTIVITY RESULT BASED ROUTING

Activity In a Business Process	Activity Status A RESULT 1 → Route 1
	Activity Status A RESULT 2 → Route 2
	Activity Status B RESULT 3 → Route 3

Automatic Planning & Service Differentiations by Intelligent Priority Setting

Different priority levels with their names can be defined with **SFS EBPM⁺**. Priority levels can be automatically set through intelligence. People's task lists can be automatically adjusted through the new priority setting of a task. For example, in insurance sector, service priority can be set through the customer score which provides differentiation.

A SAMPLE OF RESULT BASED ACTIVITY ROUTING

PROCESS ORCHESTRATOR

iNet — System & Services Entry →

Activity Scheduler — Scheduled Entry →

Activity & Form Handler — Human & Document Entry →

Document Generator

Document Handler

Event Handler

Occurence	AFTER / BEFORE	MANUAL/ AUTOMATIC	
Event Types	ON OCCUR	ON READ	ON APPROVE
	ON UPDATE	ON CONTINUE	ON REJECT
	ON STATUS CHANGE	ON FINISH	ON RELATED ACTIVITY SAVE
	ON DELETE	ON SUCCESS	ON CANCEL
	ON SEND	ON FAILURE	NOT COMPLETED
Condition	RULE BASED By SFS E-BRM	RESULT BASED	CONTENT BASED
	PRIORITY BASED	WORK LOAD BASED	
Intelligent Action Router	CREATE ACTIVITY	NEGATIVE END	
	SEND SMS	POSITIVE END	
	SEND FAX	INTERNAL OPERATION	
	SEND EMAIL	EXTERNAL OPERATION	
Intelligent Action Designer	AUTOMATIC INFORMATION FILLER		
	INTELLIGENT DOCUMENT ATTACHER		

SFS EBPM + [8]

Process & Activity Monitors for Everybody

Each person participating the business process can reach his own Process & Activity Monitor. Designed like an email box, it can be seen as a business email monitor where everybody can see his own personal tasks and processes. By the automatic recognition of the hierarchies, one can easily work on another's monitor within the limits defined. It is actually not only a single viewing system, but also a working environment where people can join the processes.

There are various features to view the activities and processes shown in the figure. One can reach all the activities of a customer or a distributional channel within the defined privileges. Personalized monitors can also be built by the help of SFS Monitor Framework.

Fine-Grained Access Control and Privileges

A real-time enterprise collaborating with the ecosystem members needs to provide fine-grained access controls for all the members. SFS supports all levels of role hierarchies, employee and channel hierarchies. A regional office manager may be forced to see and focus on its own distributional channels whereas a call center leader want to follow his own group of call center agents. A real-time distributional channel

user can navigate through its own sub channels. Customer portfolio access can also differ through various users. SFS EBPM+ recognizes all hierarchies automatically and acts through the privileges of these hierarchies.
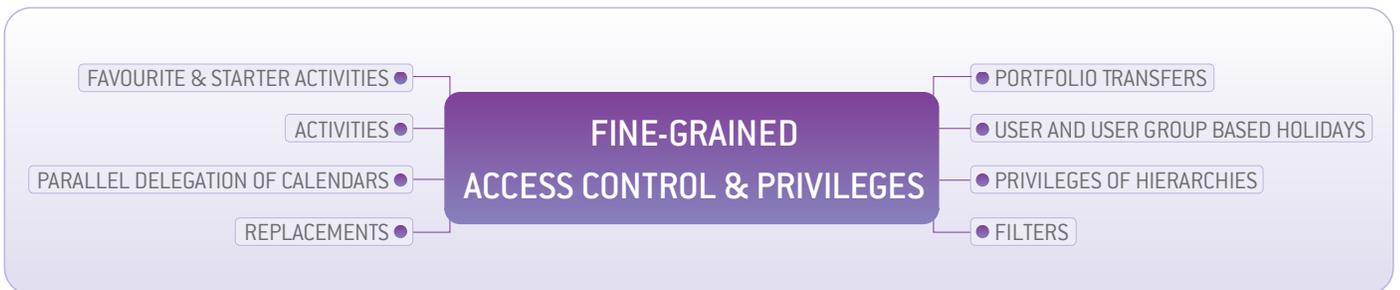
Starter activities of a user can differ from others. Privileges of users and user groups on business activities and processes may vary.

Business Activity Monitoring

SFS EBPM+ supplies all the capabilities that is needed to build high-powered BAM solutions by the help of advanced integration, intelligent monitoring and reporting, alert tasks with all related information both as an activity and as email, SMS and fax as well. Facilitating to audit any business process in real time and interacting with people or systems in order to improve the process, it can enable the organization quickly catch the problems, hints occured in the company. All kinds of information sources can be used in the BAM process by the help of Intelligent Action Designer and Inet.

Intelligent Process References

Every business process in SFS EBPM+ can carry a process reference other than the process id and activity ids. For example, contract number in a contract management process, claims number in a claims process. Users can use these references for filtering, monitoring, document generation and intelligent apllication execution.

FAVOURITE & STARTER ACTIVITIES

ACTIVITIES

PARALLEL DELEGATION OF CALENDARS

REPLACEMENTS

FINE-GRAINED ACCESS CONTROL & PRIVILEGES

PORTFOLIO TRANSFERS

USER AND USER GROUP BASED HOLIDAYS

PRIVILEGES OF HIERARCHIES

FILTERS

Intelligent Filtering

Each role in the company or in the ecosystem of the company may include in the business processes from a different perspective. The way they search and filter differ profoundly. **SFS EBPM+** supports all users working in a full personalized environment. Intelligent filtering through different users and users groups is one of the features of this personalization.

Operation Executor

While navigating in the business processes and activities, people always want to examine and call other operations placed in SFS system or external systems. All operations in SFS systems in any product can be called by **SFS EBPM+**. For example, after accepting a surrender request from the owner of a life policy in a life insurance company at the contact center, one will need to check the policy information during the process through the assigned activity that is seen in the personal process monitor. The policy can be viewed by the call of the policy view operation by Operation Executor. All the parameters will be transferred automatically to the operation so that the user will not key again. That is one of the reasons **SFS EBPM+** carries intelligent process references.
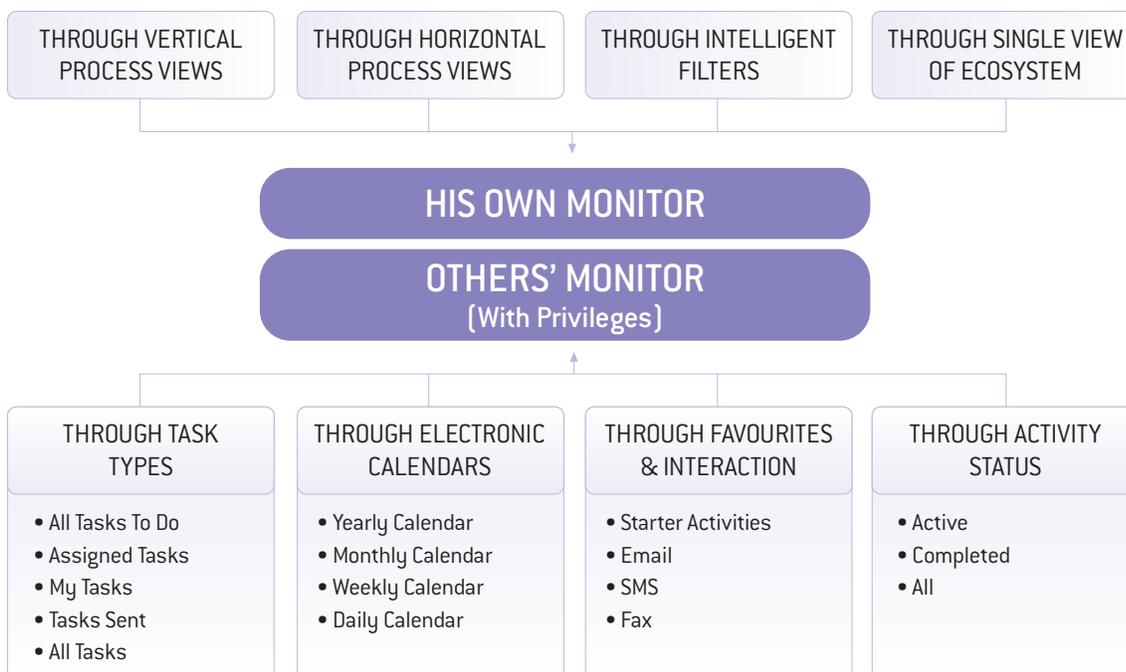
Hierarchical Reports

SFS solution supports role, employee, channel and geographical hierarchies. For example, for a typical sales process, hit ratio reports are created by using the ratio of first visit or call and the sales activities. A financial service company may want to take these hit ratio reports in different levels like branch, regional office, sales team, territory, sales person.

Flexible Reporting

SFS Monitor framework provides all kinds of flexible reporting at any device with 100% personalizations. Please check SFS Monitor framework to understand the rich features of SFS solutions for it.

Audit Trails & Compliance

At all business processes, audit trails are tracked in detail. All tasks and activities whether system centric or human centric are recorded. Every interaction and contact is kept in the system. There is always an answer to a who, when, where question in **SFS EBPM+** system.

| THROUGH VERTICAL PROCESS VIEWS | THROUGH HORIZONTAL PROCESS VIEWS | THROUGH INTELLIGENT FILTERS | THROUGH SINGLE VIEW OF ECOSYSTEM |

HIS OWN MONITOR

OTHERS' MONITOR
(With Privileges)

THROUGH TASK TYPES	THROUGH ELECTRONIC CALENDARS	THROUGH FAVOURITES & INTERACTION	THROUGH ACTIVITY STATUS
• All Tasks To Do • Assigned Tasks • My Tasks • Tasks Sent • All Tasks	• Yearly Calendar • Monthly Calendar • Weekly Calendar • Daily Calendar	• Starter Activities • Email • SMS • Fax	• Active • Completed • All

Enterprise Processes including Integrated Sales, Marketing & Service Processes

In **SFS EBPM⁺**, all kinds of processes (sales, marketing or service processes) can be designed. While designing and implementing sales processes, all SFS integrated components like **SFS Contract⁺** to handle contract management, **SFS iNet** to handle external integrations can be used. **SFS EBPM⁺** can orchestrate multiple processes at the same time.

Approval & Authorization Processes

Simple or complex approval and authorization processes can be defined. Different levels and privileges for the users and user groups can be defined.
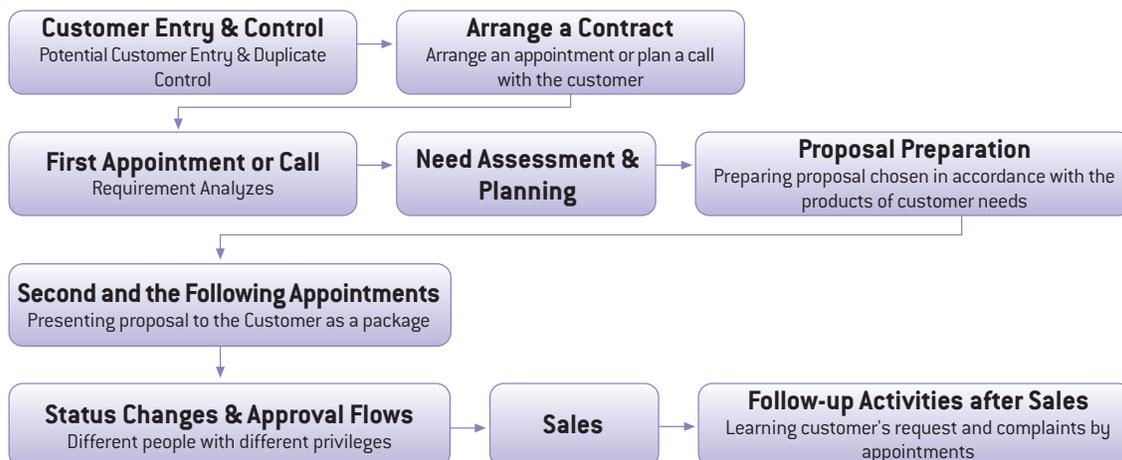
While routing the tasks for approval, the task can be routed to the right person or group of people by the help of intelligent conditional business rules of **SFS EBPM**.

A SAMPLE ECOSYSTEM CARE CENTER PROCESS

Reporting	Person or Team Based Activity Reporting
Finalization	Activity Status Updates and Close
Follow Up	Status Updates and Follow up Step by Step
Directing Request (if needed)	Assign to Related Person
Getting Request	Defining Client Requests and Activity Entry
Call / Call Out	Reference Check or Entry / Duplicated Customer Control
Activities in SFS EBPM+	**Other Supporting Operations in SFS**

Ecosystem Care Center as a resource can be starter of a business process like in the sample process or can be a part of a process

A SAMPLE PERSONAL CUSTOMER SALES PROCESS

Customer Entry & Control
Potential Customer Entry & Duplicate Control

Arrange a Contract
Arrange an appointment or plan a call with the customer

First Appointment or Call
Requirement Analyzes

Need Assessment & Planning

Proposal Preparation
Preparing proposal chosen in accordance with the products of customer needs

Second and the Following Appointments
Presenting proposal to the Customer as a package

Status Changes & Approval Flows
Different people with different privileges

Sales

Follow-up Activities after Sales
Learning customer's request and complaints by appointments

Service Processes with Service Levels

Help desks, complex service processes like claims management in an insurance company, call center service processes can be designed by **SFS EBPM⁺**. Service levels can be tracked easily by the help of performance monitoring through each activity and process.

Cost Management & Metrics

By the help of **SFS EBPM⁺**, all communication costs will decrease. Instead of using telephones, fax and other communication methods, using **SFS EBPM⁺** as a utility, the company gets rid of the efforts to transform the unstructured information to structured one. Compare an incoming complaint or a request delivered by **SFS EBPM⁺** by channels or customers with the complaint letters or calls. No cost of categorization of the complaint, no returns because of lack of information, no cost of entering data to company's corporate memory etc.

Each activity and process is kept with its durations. All kinds of calculation tables, targets can be tracked and hierarchical reports can be taken through the system by the help of sophisticated **SFS EBPM⁺** architecture. Activity based costing becomes very easy with SFS solution.

Process Calculus

Process management is a precise science which is without uncertainties and ambiguities. **SFS EBPM⁺** is powered by EBRM to support the complex scientific needs while still keeping it simple to use.

PERSONAL CUSTOMER APPOINTMENT PROCESS WITH SFS RESULT CODES

	APPOINTMENT SET	1st APPOINTMENT	2nd APPOINTMENT
ACTIVITY	Arrange Appointment	1st Appointment	2nd Appointment
STATE	Positive	Negative	Negative
RESULT	Appointment Set	Time constraint - Form could not be filled	Not found
AUTOMATIC ACTIVITY	1st Appointment	1st Appointment	Next Appointment

- Positive/negative activity analyze
- Reports based on activity result codes
- Originating automatic activity based on those result codes

Nested Processes & Process Customization

Any process can be reused to construct the design of various variants. A process can be used as a sub process in another process. Processes can be changed in time.

Process Deployment and Execution

Radical changes do not entitle radical changes in IT. Any process can be modeled and executed by **SFS EBPM⁺** but it may have nothing to do with IT. **SFS EBPM⁺** is an asset for the companies who want to position their IT as a value center instead of a cost center.

SelfService Process Training

Processes can be designed to give users selfservice electronic process training. The process can route the user like a coach by results and intelligent routings without allowing any mistake. Field based descriptions for each field can be used by a call center agent to ask the exact question to the customer on the phone.

Process Optimization

Optimizing is a continous decision making process not a seperate tool. It is the combination of integrated design, implementation and monitoring features. Optimization application means re-design. Understanding optimization entitles to adjust monitoring through design. Sophisticated monitoring capabilities like the ones in SFS solution that can be used easily and that facilitates reaching the reasons and results quickly will help optimization. Thinking optimization and efficiency long before building the effective architecture or thinking the details of components without planning the whole is useless. Optimization should always be next step. Parallel processed optimization will subject to change profoundly after practical usage of integrated design-apply-monitor architectures.

Automatic Changes In Business Processes

Processes can change themselves within limits set by process design. Business rules by **EBRM** can be defined to change the processes. External process participants can include in the designs.

SERVICE ORIENTED ARCHITECTURE
INTEGRATED ENTERPRISE BUSINESS RULES MANAGEMENT
EASY & POWERFUL USER INTERFACES ON WEB AND MOBILE
INTELLIGENT ROUTING TECHNOLOGY
INTELLIGENT ASSIGNMENTS

**SFS EBPM⁺
Enterprise Business
Process Management**

HUMAN & SYSTEM CENTRIC
ECOSYSTEM CENTRIC
SMS, EMAIL, FAX INTEGRATION
ELECTRONIC CALENDARS
INTEGRATED DOCUMENT HANDLER & GENERATORS
FINE-GRAINED ACCESS CONTROL & MONITORING

Key Advantages of SFS EBPM⁺

→ 100 % personalized designs of enterprise business processes

→ Paves the way for a strategic environment to execute integrated strategies and marketing mix

→ Enables centralized and distributed business process coordination supporting physically distributed resources with different integration and interaction technologies

→ Expedites to reach key performance indicators and business performance

→ Assists to build a real-time enterprise

→ Promotes to build and focus on ecosystem centric processes

→ Enables to achieve increased productivity, better operational efficiency and improved customer service

→ Helps to minimize operational cost

→ Contributes to share knowledge and build expertise through the organization

→ Facilitates enhanced market penetration in reaching out to more customers

→ Provides easier management of systems and processes based on the delivery of service level agreements

→ Reduces errors in operations and helps reduction of returns in the process

→ Easifies to model and manage the controls and to ensure transparency.

→ Improves visibility and agility

SFS ENTERPRISE INSURANCE SOLUTIONS

External Integrations with SFS SOA Based Architecture

Process and service invocations can be made by external systems. In the same way, in a business process any external system can be triggered by SFS system. Any information in an activity can also be validated or integrated with an external system.

Please examine **SFS iNet** Integration Framework to learn about the wide range of SOA based integration capabilities built on enterprise service bus architecture. Key benefit of the model is flexibility. New services, or new versions of services, can join the bus. Subprocesses on incoming and outgoing services and messages can be designed and applied on iNet with variety of features like transformation, scheduling, language translation, encyrption. Any external service can be used in a business process by the help of iNet.

SFS EBPM$^+$ powered by iNet becomes a complete business process utility.

Contents with SFS EBPM$^+$

Each activity in SFS Enterprise process and activity repository has the ability to carry all types of contents. A fax activity can carry the copy of the fax; a proposal request the physical form or a car insurance claim activity with accident photos. Attachments of the contents can be done manually or automatically by the system. When an automatic activity is created, **SFS EBPM$^+$** can prepare the documents or request the documents from other SFS integrated components like the policy from **SFS Contract$^+$** or a report from the OperationCenter.

PROCESSES WITH CONTENTS BY SFS EBPM+

Activity in SFS Enterprise Repository

PHOTOS · VIDEOS · GRAPHICS · FORM · REPORTS · SFS SYSTEM OUTPUTS · EXTERNAL SYSTEM OUTPUTS · ELECTRONIC DOCUMENT · PHYSICAL DOCUMENT · FAX · EMAIL ·

Document Handler

Document Management Integration

SFS solutions can easily be integrated with Document Management solutions. Document Handler carries all document links of the external system so that the business user do not feel that the document is served by an external document management repository.

![SFS EBPM+ logo]
Strategic Functional Systems

SFS EBPM+

STRATEGIC MANAGEMENT & BUSINESS PERFORMANCE ADVANTAGES
WITH
ENTERPRISE BUSINESS PROCESS MANAGEMENT SOLUTION

STRATEGIC ARCHITECTURE
> Customer & EcoSystem Centric
> % 100 Personalization
> All Lines Of Business
> All Backoffice & Frontoffice Features
> Realtime Channels, Customers, Providers
> Integrated EBPM & EBRM
> Local & WorldWide Use

SUPERIOR TECHNOLOGY
> Full Thin Client
> Web & Mobile Based
> Fast & Scalable
> Service Oriented
> Semantic & Rule Based
> Ready to Be Hosted
> Easy to Use and Learn

HIGHEST SECURITY
> SSL/VPN
> All Types Of Privileges
> Encyrption & Authentication
> Login & Password Security
> Audit Trails & Quality Audit Controller
> Single Sign-on, LDAP, ActiveDirectory
> Virtual Keyboard

FULL FUNCTIONAL
> MultiCompany
> MultiVendor
> MultiChannel
> MultiInteraction
> MultiLingual
> MultiCurrency
> MultiEquipment

SFS EBPM+ is a horizontal component of **SFS Enterprise Solutions. SFS EBPM+** can be used integrated with your own systems and external systems . It is your choice of time to start to use other **SFS** integrated components or full enterprise solution framework.

☐ **SFS FOR ALL OF YOUR NEEDS**
  USE ONE OR MORE INTEGRATED COMPONENTS OR AS AN ENTERPRISE SOLUTION

SFS
Saglam Fikir Sokak No.5 Esentepe
34394 Istanbul TURKEY
Tel   : +90 212 216 27 80
Fax : +90 212 274 72 98

info@sfsglobal.com

SFS EBPM+
Strategic Functional Systems

www.sfsglobal.com