



Implementation Experience

■ Implementing your Online Insight eMpower Suite is a refreshingly predictable and painless experience thanks to our Professional Services team. Applying knowledge and expertise acquired through numerous implementations, Online Insight's specialists have developed a rigorous implementation process that has proven successful in managing the complexities involved in deploying guided selling solutions. Our proven methodology and quality services are designed with one focus in mind – optimizing your business value.

Exceeding expectations one client at a time



Online Insight promotes and adheres to a predictable and seamless implementation process for each client and for each project. The efficiencies gained from this predictability and our emphasis on communication maximizes our ability to meet deadlines that may otherwise have been unachievable. Despite our structured approach, we will appropriately modify our process (at your request) to follow proven, client-established steps and procedures while maintaining our focus on client interaction and ensuring a clear understanding of task assignments by all engaged resources.

As demonstrated by the success stories below, we have met or exceeded our clients' expectations in every implementation, which we believe is a significant accomplishment. We look forward to helping you implement your guided selling solution and invite you to become part of this stellar track record.

■ WellPoint

Subsidiaries involved: **Blue Cross of California, Blue Cross Blue Shield of Georgia, Blue Cross Blue Shield of Missouri, UniCare** (TX, IL, IN, VA)

A relatively complex engagement involving the integration of the Online Insight eMpower Suite with an outside provider of full scale application processing, the WellPoint implementation consisted of four brands, including seven states. The varying degree of implementation experience (ranging from "beginner" to "expert") possessed by each client's internal project teams added another layer of complexity to the project. For example, Blue Cross Blue Shield of Wisconsin had never implemented an online solution. As such, their effort involved not only deploying our solution, but also accommodating and overcoming their implementation inexperience while adhering to an aggressive timeline. In contrast, Blue Cross of California was highly experienced in applying sophisticated online technologies to maximize online sales potential, resulting in a straightforward and smooth deployment.

Each state within its respective brand was deployed following a detailed schedule logic involving a linear implementation approach that incorporated a series of milestones directly tied to the contractual requirements defined for this engagement. This process, which was repeated for each implementation, allowed for economies of scale and processing. Each state / brand incorporated four integration points, including:

- Online policy application
- Rating
- Product server
- Job management

In addition, we integrated our solution with WellPoint's middleware systems as defined per state, while following individual standards, guidelines and online application processes specific to each state.

Despite the varying degrees of experience, this year-long project met every milestone and deadline established within the initial schedule logic and yielded a complete solution based on each WellPoint brands' distinct needs. Additionally, 24 formal change requests consisting of a multitude of individual requests, ranging from simple (navigational) to complex (business processes) were scheduled and successfully implemented incrementally over the course of the project. All project participants agreed to and adhered to our methodology practices and maintained communication channels that aided the project's success across multiple companies, divisions, states, time zones, standards, and management teams.

■ **AEGON Direct Marketing Services**

As a direct marketer of life and supplemental health insurance products, AEGON Direct Marketing Services required a unique distribution channel for its solution. The company's objective was to create an online solution accessible via a multimedia compact disc directly marketed to prospective AEGON clients. To meet AEGON's needs, Online Insight partnered with multiple companies, which introduced never-before-experienced elements to the implementation.

The biggest challenge of this large-scale engagement was getting vendors with diverse experiences and established procedures and proven processes to follow and adhere to a single implementation strategy. Once the value was clearly communicated and everyone was focused on the exciting venture at hand, this hurdle was easily overcome. Charting new territory, AEGON assembled distinct talents to create a new and unique deliverable designed to help the company reach new markets and increase sales. The project also provided each vendor with the opportunity to innovatively showcase our solutions.

Through excellent teamwork, unparalleled responsiveness and continuous communication, Online Insight delivered on time within an aggressive 60-day schedule.

■ **PacifiCare**

A more traditional solution implementation, the PacifiCare project involved fewer integration points than WellPoint or AEGON. The project did, however, involve extensive reporting and analytical support to assist PacifiCare in understanding market reaction to their individual health insurance product portfolio.

Although we followed our consistent, detailed methodology, we gained significant efficiencies through the implementation of a standard solution implementation approach that minimized customization. We delivered the PacifiCare solution on time meeting an aggressive 30-day schedule.

■ **Beazer Homes (System Upgrade)**

Online Insight directs significant efforts towards alleviating most of the "pain-points" enterprise software clients experience when software vendors release new versions of their solutions. Our most recent solution upgrade involving Beazer Homes' was complete in four weeks and resulted in only two, post-upgrade support calls after client acceptance. In addition to the version upgrade, this project involved – at the client's request – the incorporation of a new Beazer Homes online sales site map, as well as a new user interface and layout.

We add value to your solution

The Online Insight Professional Services team is dedicated to ensuring an efficient and effective implementation that delivers measurable value. As demonstrated by our history of successful implementations, we possess the knowledge, expertise and commitment to deploy your guided selling strategy on time and within budget, surpassing your expectations every step of the way.

To learn more, contact an Online Insight Sales Professional at 770.508.1450 or visit us online at www.onlineinsight.com.

