

GHOSTDRAFT PROOF OF CONCEPT

"In the search for a document management solution partner, our goal of empowering business users to setup and manage insurance products without the need for deep technical knowledge or skills, along with a cultural alignment were important factors in our final selection. We wanted a partner that shared our approach to technology and the market."

Sam Fang, CEO
Delphi Technology

Delphi conducted a three-month collaborative proof of concept (PoC) with GhostDraft, which involved a dedicated cross-functional team of seasoned developers and architects, product management, and business domain experts. This effort focused on the authoring of industry sample documents and mapping, along with configuring Web Services calls for all implemented sample documents.

BUSINESS NEED

Delphi had offered SAP Business Objects - Crystal Reports to their clients as a solution for authoring forms, correspondence letters, etc. After surveying a cross section of Delphi clients, it became clear that many business users wanted an easy-to-use Word-like forms alternative.

Delphi's objective was to secure a common solution for both the OASIS and Velocity platforms, which could respond to the growing demand from clients to allow business users more control and enhanced authoring capabilities at a reasonable cost. Delphi also wanted to provide clients a simplified migration strategy for moving their documents (at their own pace in phases), helping to reduce risk and uncertainty associated with a "one-time" migration.

PHASES AND TIMELINE

The three-phase PoC took approximately three months to complete. The initial phase, was Knowledge Transfer of GhostDraft Studio and Workbench products to the Delphi team (included defining Delphi's policy assembly needs). The second phase consisted of 6 different industry forms being authored (i.e. ACORD 25, DEC Page, Complex Schedule, etc.). The third phase involved Web Service Integration and Performance Testing.

GHOSTDRAFT SOLUTION

- An established solution since 2007
- Natively Authoring using proprietary tool that is "Word-like"
- .Net Hosted Solution
- Programming Language - C#
- XML, JSON, SQL, CSV data stream inputs
- Web Service Integration
- Database-agnostic
- Modules - Authoring, Data Model Editor, and Data Mapping Editor

For more than 25 years, Delphi Technology has been the recognized leader in providing business software solutions to the healthcare professional liability industry. Delphi delivers a comprehensive range of proven software solutions including underwriting, policy management, claims management, financial management, business intelligence, and predictive analytics.

Leveraging a highly flexible technology platform, Delphi enables companies to streamline their operations, optimize their business processes, and respond to changing business needs resulting in reduced costs, increased operational efficiency, and improved business intelligence.

Delphi Technology utilizes a proven implementation methodology ensuring the transfer of critical technical, business, and market expertise throughout the deployment process resulting in successful implementations that come in on schedule and on budget.

Headquartered in Boston, MA, Delphi Technology has offices throughout North America and in Shanghai, China.

BENEFITS

- **Ease of Use** Document and form creation interface allows for easy and quick creation of documents and forms using “drag-and-drop” functionality (data is presented in a tree format).
- **Broader Level of Control** Ability to leverage Delphi ODS existing triggers and distribution rules to package documents and forms regardless of their source.
- **Content Compliance** Increase compliance through a central repository containing templates with pre-approved content components.
- **Improved Productivity / Efficiency** Reduce production times and costs by minimizing manual processing steps through automated data integration and data-driven logic ensuring relevant, timely, and accurate content in communications.
- **Scalability / Stability** Single, comprehensive solution that scales from individual, interactive correspondence to fully-composed, high-volume batch generation through adherence to standards, modular architecture, SOA, and a “compiled-XML” core.
- **Cloud** Minimum setup is required resulting in less burden on in-house technical resources.

OUTCOME

Delphi secured a formal partnership with GhostDraft in October, 2015 to offer a User-Driven Document and Form Creation solution to Medical Professional Liability (MPL) and Property & Casualty insurers. Some of the factors behind the decision include:

- Word-like document composition
- Natural language document rules configuration (no programming required, other solution vendors require coding)
- Hosted deployment
- Simplified migration (clients can go at their own pace by moving forms over in phases)
- ODS distribution option (current Delphi clients can leverage their existing form triggers and distribution rules)
- GhostDraft’s existing ISO relationship to handle future P&C needs
- Reduced implementation timeframe
- High capacity, high performance production
- GhostDraft recognized as an innovator in document automation and customer communications by several industry analysts

