

Delivering Continual Innovation with IBM ECM  
IBM Content 2014 – Columbus OH | May 2014



# Table of Contents



- About Me
- About Us
- Where We Have Been with ECM
- Where We are Today with ECM
- Where We are Going with ECM
- How We Plan to Get There

# About Me



## Derick Deleo

Divisional Assistant VP – IT Services

Responsible for ECM for all of GAIG

Previously with IBM ECM (15 years)



# About Us



Great American Insurance Group is engaged primarily in property and casualty insurance, focusing on specialized commercial products for businesses, and in the sale of traditional fixed and fixed-indexed annuities.



# About Us



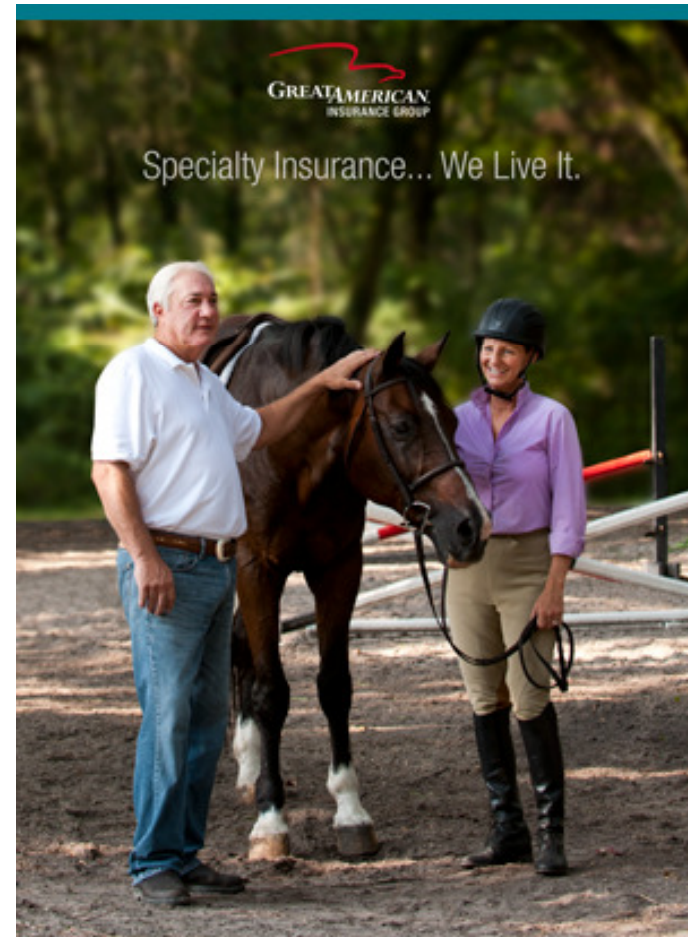
- Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company.
- Great American Insurance Company has maintained an "A" (Excellent) rating or higher from A.M. Best for over 100 years, and is one of only four property and casualty insurers to do so.
- Most recent A.M. Best rating of "A+" (Superior) affirmed on February 21, 2014
- Great American's Property & Casualty Group was recognized as one of the 2013 "Ward's 50" top performing insurance companies by the Ward Group.
- Headquartered in Cincinnati, Ohio; over 100 locations throughout North America and Western Europe.
- The members of GAIG are subsidiaries of American Financial Group, Inc. AFG's common stock is listed and traded on the New York Stock Exchange and Nasdaq Global Select Market under the symbol AFG.

# About Us



## Property & Casualty Operations

- 30 Specialty P&C businesses
  - Property and Transportation: Inland and Ocean Marine, Agricultural-related, Commercial Auto
  - Specialty Casualty: Executive and Professional Liability, Umbrella, Excess Casualty, E&S, GL, Targeted Programs, Workers' Compensation
  - Specialty Financial: Fidelity and Surety, Lease and Loan Services
- Over half of the gross written premium is generated by businesses that have "top ten" market rankings.
- Decision making related to underwriting, claims and policy servicing is handled within each business unit.
  - Decentralized structure
  - Promotes entrepreneurial model, agility and autonomy; business units design products, develop distribution strategies and build and sustain relationships in the markets they serve.
- Centralized business support and investment management functions allow business units to focus on growing their businesses and serving their customers.



Where We Have Been



**Image Services**

**FileNet Capture**

**P8 3.5**

***Content Services***

**Workplace XT**

# Where We Are Today With ECM



- ECM Underwriting Solution
  - Approx. 10 years old
  - .NET application built on FileNet P8
  - Custom built integration with MS Exchange
  - Custom built integration with file system
  - 80/20 – Text searchable/Not text searchable
  - Web services for policy systems integration
  - Approx. 1,100 users across 16 divisions



# Where We Are Today With ECM



- ECM Claims Solution
  - Approx. 14 years old
  - .NET application built on FileNet P8
  - No integration with MS Exchange
  - Outdated integration with file system and claims management systems
  - 20/80 – Text searchable/Not text searchable
  - Approx. 1,300 users across 18 divisions

# Where We Are Today With ECM



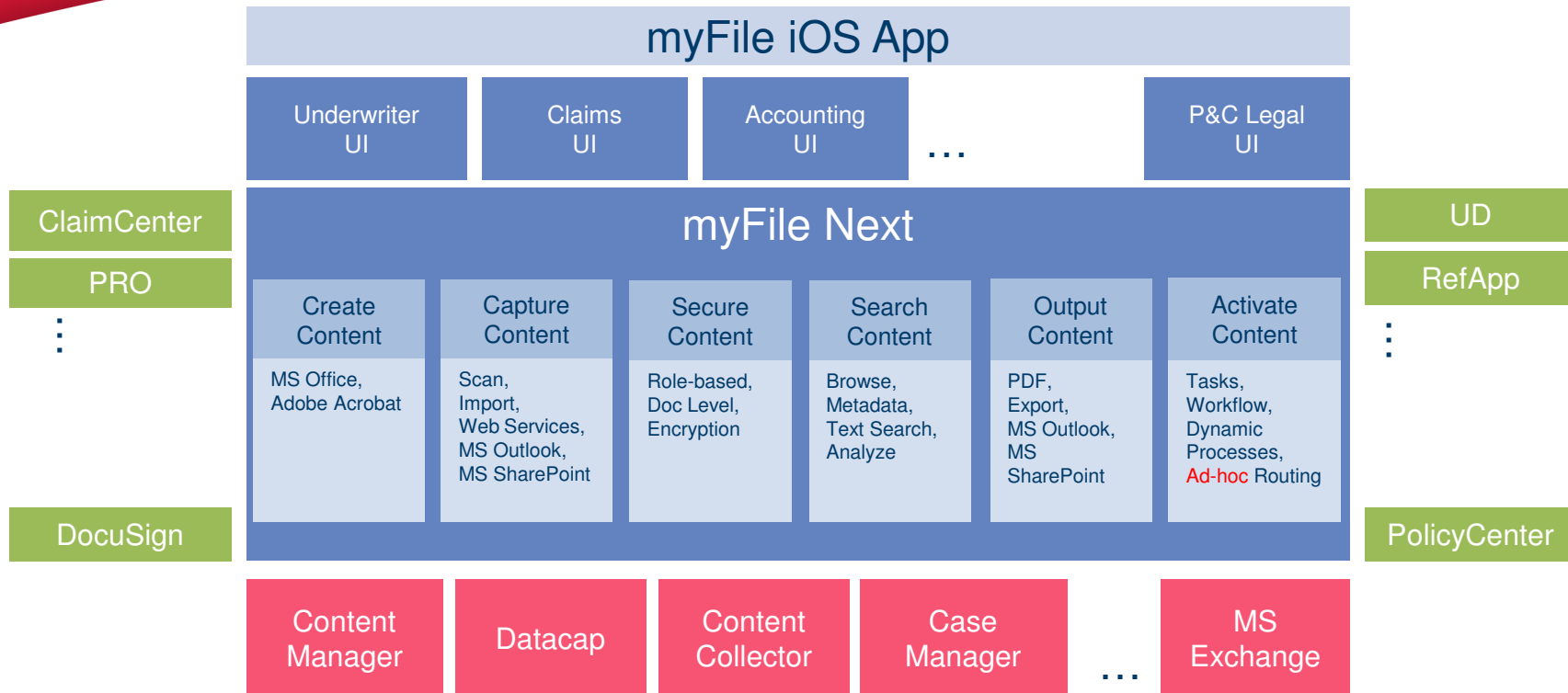
- Corporate Services Solutions
  - Supporting various departments including:  
Legal, HR, Accounting
  - Multiple solutions
    - Workplace XT
    - Content Navigator
    - Content Services
  - Limited or no workflow
  - Approx. 500 Users

# Where We are Going With ECM



Create a **sustainable**, scalable, highly configurable, **innovative** and secure, next generation, content management application platform supporting the needs of all businesses and departments; driving advances in productivity and efficiency through extensions of everyday business applications and a cohesive user experience.

# Where We are Going With ECM

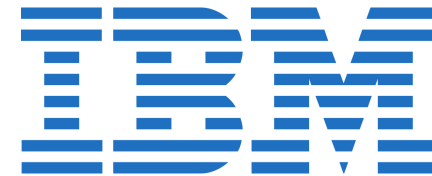


Capabilities will be configured and delivered based on user community requirements and integrated application capabilities and requirements.

# How We Plan to Get There



- With some help from our friends
  - Team IBM
    - Local Resources
    - WW and NA Resources
    - Pyramid Solutions



For More Information  
Please Contact



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