



Investors Heritage Life Frankfort, Kentucky

Investors Heritage Life Extends Legacy Application to Launch New Web Self-Service Capabilities Using LegaSuite® Technology

Investors Heritage Life has been in the pre-need and life insurance business for over 44 years, offering policies that help individuals and families arrange and fund funeral plans. Based in Kentucky, the company operates through a network of 2,500 licensed agents across 30 states in the U.S.

To manage insurance policies, Investors Heritage relies on a mainframe-based administration system. Although the system is secure and dependable, Investors Heritage agents were struggling with the application's complex interface, which presented difficult-to-use, character-based screens. In addition, the system didn't allow for remote access to real-time data, limiting the agents' ability to provide customers with accurate, up-to-date information about their policies. Consequently, Investors Heritage's business leaders began searching for a solution that would enable them to enhance and Web-enable their existing mainframe-based system to remain competitive in the pre-need insurance market.

After considering several options, Investors Heritage selected Seagull Software's WinJa® technology to modernize its administration system and make it accessible via the Web, enabling information to be more readily accessible to agents. WinJa is a module of LegaSuite, Seagull Software's comprehensive software platform for liberating and repurposing legacy assets for integration with next-generation architectures. WinJa is the presentation integration solution that provides industry-leading developer tools and infrastructure for Web-to-host and Windows-to-host access to mainframe applications. WinJa offers dynamic development and deployment technology that empowers organizations to deploy their mainframe applications to Windows, Java and HTML environments in a single work effort.

New Interface, Better Customer Relationship

Using WinJa, Investors Heritage transformed its green screens into a user-friendly, Java-based GUI. WinJa allowed the company to convert its mainframe-based application screens into graphical panels quickly without the need to write any code, accelerating the delivery of the new interface. "By improving the usability of the application, we've made our customers, who are our agents, very happy. It's now a lot easier for them to do business with us," said Raymond Carr, Vice President of Administrative Operations for Investors Heritage.

Investors Heritage is one of the top ten pre-need insurance providers in the USA. Based in Frankfort, KY, the company has been in business for 24 years, serving the pre-need and life insurance markets.



In addition, Investors Heritage leveraged WinJa to Web-enable its application, giving agents located across the country instant access to real-time policyholder data 24/7 via the Internet. Now to look up policyholder information, agents simply log on to the Investors Heritage secure Website and access the mainframe through server software running on Linux. Previously, agents were forced to rely on diskettes mailed to them once a month, which contained the most current policyholder information. By the time the diskettes were received, the information they held was already outdated, limiting the agents' ability to provide accurate answers to customers with questions about their policies. "When a person dies, it's essential that our agents have the ability to provide that person's family members with accurate information in regard to his or her policy. Our agents could call into Investors Heritage and speak with a service representative to get that information, but if they needed it after business hours or over the weekend, they had to wait. By Web-enabling our application with WinJa, that data is available to them on any day, at any hour. And it's enabled us to significantly reduce the number of calls coming into our service center," said Carr.

"We considered developing native Internet applications, but quickly discovered that the costs would have been horrendous. WinJa let us achieve our goal of offering Web self-service to our customers with the added benefits of good performance, the reliability and security of the mainframe, ease of use and an affordable price."

*Raymond Carr
Vice President of Administrative Operations
Investors Heritage Life*

Insurance rates are now available online as well, enabling agents to provide customers with accurate quote information. "Agents used to depend upon rate cards that we mailed to them. Because the rates fluctuate, the rate cards weren't always correct. We solved that problem by posting the accurate rates on the Website," said Carr.

Reduced Reliance on Paper-Based Processes

Investors Heritage has also gained new process efficiencies with their deployment of WinJa. Prior to the company's ability to offer online capabilities, all insurance forms, such as the Change of Beneficiary Form, had to be filled out manually and sent to Investors Heritage via traditional mail. Now, agents simply sign on to the Website to access any necessary documents, fill them out directly on their computers and send them to Investors Heritage electronically. "We've been able to automate some manual processes so we've definitely become more efficient," Carr commented.

WinJa has delivered new opportunities for Investors Heritage to serve its customers more effectively, while saving money by extending mainframe application to the Web. "We considered developing native Internet applications, but quickly discovered that the costs would have been horrendous. WinJa let us achieve our goal of offering Web self-service to our customers with the added benefits of good performance, the reliability and security of the mainframe, ease of use and an affordable price," said Carr.



Seagull Software specializes in powerful technology for connecting proprietary legacy applications to service-oriented architectures in J2EE and .NET environments. The LegaSuite® platform of integration, Web-enablement and terminal emulation solutions reflects over 14 years of legacy liberation experience, and is used by over 8,000 organizations around the world for business-critical operations.

Every day, millions of end users depend on LegaSuite for online banking, relocation services, e-government, insurance claims processing, cable/utility/telecom call centers, kiosk bill payment, online order processing and many other important business processes.

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