HanseMerkur
Versicherungsgruppe

OpenSource Meets Business 22.-24.01.2008:

HanseMerkur
Meisterhafte Portal with OpenSource

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HanseMerkur Versicherungsgruppe

⇨ Consolidated independent and self mutual insurance association with a focus on life insurance

⇨ Annual sales at 770 million euro; investment portfolio of over 3 billion euros (2006)

⇨ Second oldest German health insurance company (founded in 1875)

⇨ Private health insurance has been the main division within the company, with sales of 488,5 Mio. Euro (2006)

⇨ Specialist in supplementary insurance coverage and the third largest provider of supplementary health insurance for law-insured.

⇨ Product donors in cooperation with the spare cash DAK, Hamburg, Munich and HEK and for the optician chain Fielmann and Hamburger Sparkasse.

⇨ Hanse Merkur AG provides health insurance market rates with complementary repayment services. It is the founder of the first German Department of Traditional Chinese Medicine (TCM)

⇨ The third largest German travel insurer and the market leader in transport and tourism. Its customers include etc. AIDA, Air Berlin, FTI, Öger Tours, Olimar, OTTO travel and entertainment STAGE

⇨ Over 25 years of commitment to children and adolescents. The Hanseatic Mercury Prize for child protection, with a prize of 50,000 euros, is given annually by a professional jury, which includes The federal chairman of the German federal child protection, the German league for the child and UNICEF belong

⇨ Internet Presence: www.hansemerkur.de (Business Portal); www.riestermeister.de (Riester insurance); www.hmrv.de (travel insurance); www.diegesundheitsprofis.de (medical advice portal of HanseMerkur health management)

This presentation focuses on the technological development of HanseMerkur in 2007, with a focus on our use of open-source products.

We will discuss the results of the various objectives set for our portals.

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Steps to Success

Portal Integration

Portal

Workflow, EAI

Composite Service

Access Management, Service Management, ...

Online-Appearance

Technical Portal

First Services

CMS
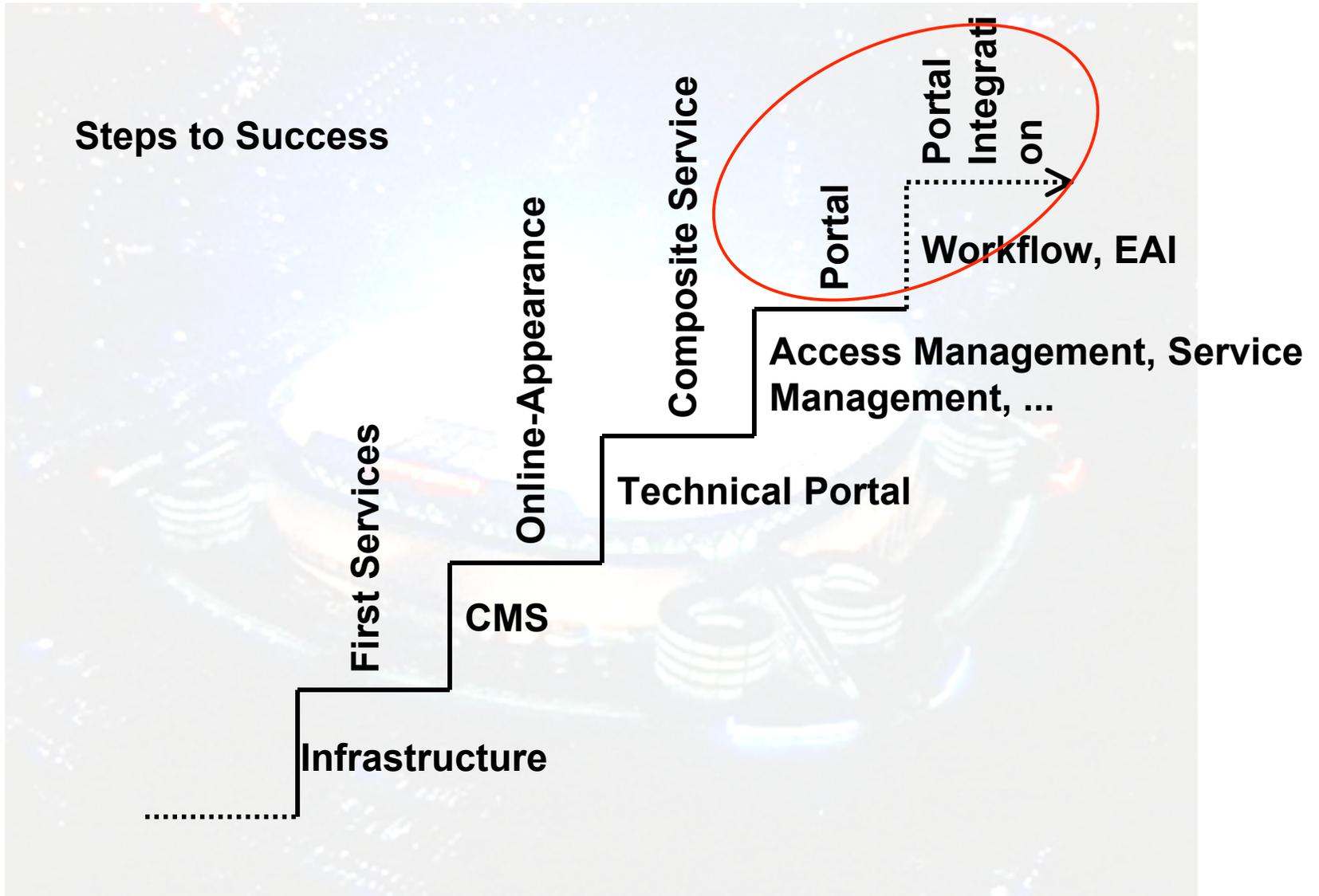
Infrastructure

Infrastructure

- Software-Arhitecture and development tools
  - Development environment: MyEclipse, Yoxos
  - Test: xUnit, Cactus, JUnitPerf, The Grinder, JMeter
  - Versioning: Subversion
  - Issue Tracking: Jira
  - Build and release management: Maven, Continuum
  - Software Architecture: JSF, MyFaces, EJB 3.0
  - Portal & CMS: Liferay 4.3
- Middleware
  - Apache, Jboss, Oracle
  - Internal ESB
- Server-Architecture and Hardware
  - Multi: development, integration, application testing, production, (editorial)
  - Windows (development), and Solaris
- Users concept and infrastructure
  - Authentication: LDAP
  - Authorization: Intern
- Security infrastructure
  - More zone concept
  - Security levels: firewall, reverse proxy server token, ...
  - LB-cluster

High Availabilty

Integration

Single SignOn

Personalization
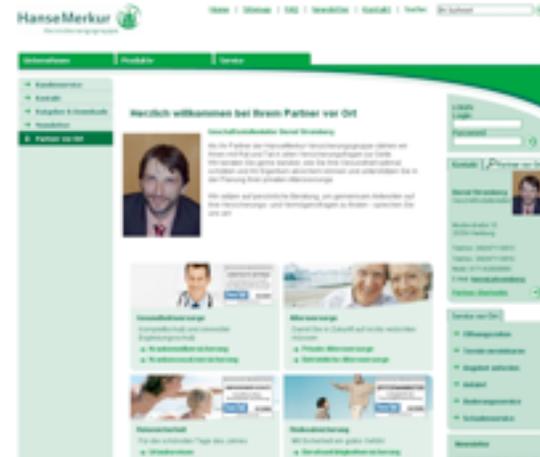
Focus on High Availability

- Requirements
  - Sales and information portal
  - Daily changing content
  - Online applications
  - Videos
  - Advertising on radio, television, print and online media in several waves
  - Statistics
- Challenges
  - Unknown expectations
  - Central service is not multi-threading capability
  - Few experiences with HA environments
  - Go-live deadline set by promotional activities
- Results
  - Well implemented HA-enabled environment in 1 ½ months (8 / 07)
  - So far, no loss
  - One of the first users of Liferay 4.3

Technology

- Failure Security Hardware / Software
- Geclustertes hardware load balancing and content Inspection
- Separate areas for applications, portal, databases
- Jboss and Liferay each as farm implements
- Oracle RAC
- SAN
- Failure scenario in a separate computer center
- Video Stream hosted separately
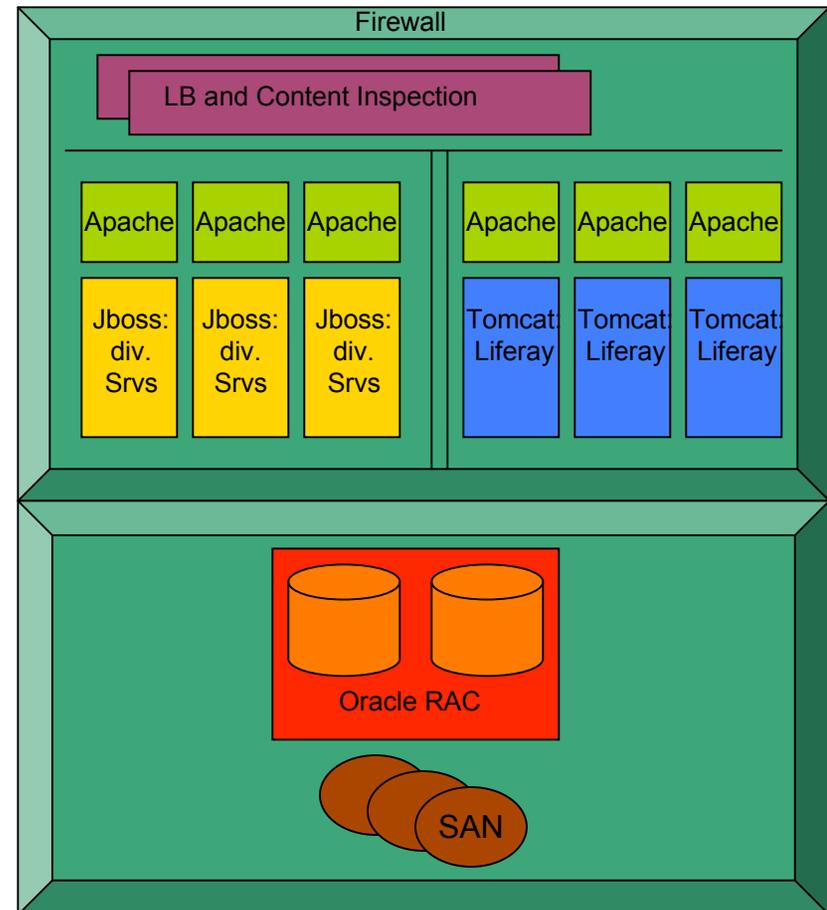
Highlighting Integration and Single Sign On

➡ Requirements
- ➡ Integration of customer and sales data
- ➡ Assured access for entire sales
- ➡ Hardware Independent Online Access
- ➡ Inclusion of additional services such as insurance electronic confirmation (eVB)

➡ Challenges
- ➡ Development of a portal framework for applications
- ➡ 2-factor authentication and single sign
- ➡ Data from stock, performance and collection systems, as well as from the data warehouse must be kept together
- ➡ Portal integration of Cognos BI

➡ Results
- ➡ Very high acceptance Immediately after going live
- ➡ Adding new services quickly now possible

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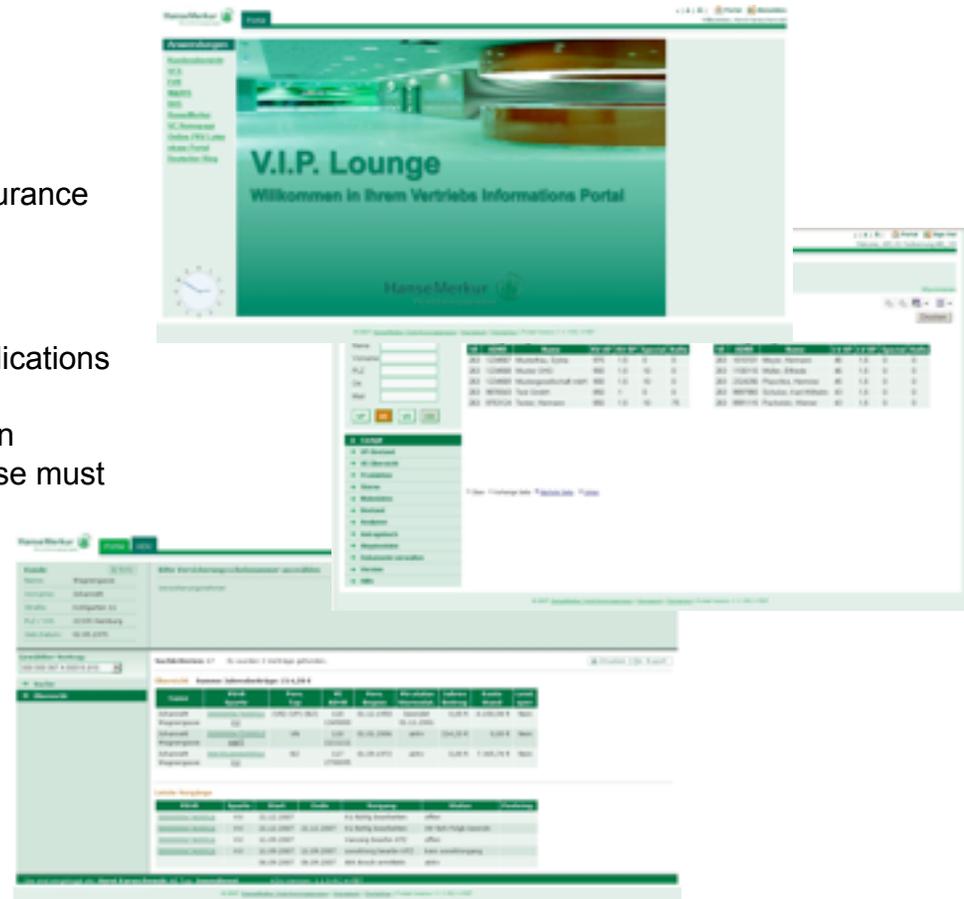
Technology

- Failure Security Hardware / Software
- 2-factor authentication
- Content Inspection
- Cognos integration as a portlet
- Integration of legacy systems
- Connection to GDV by Servicebus
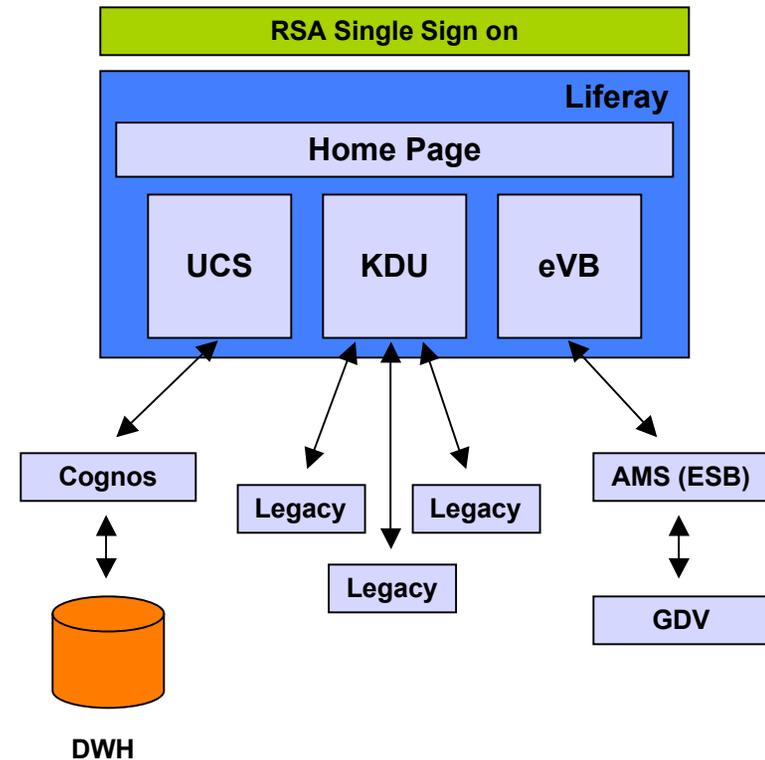
Focus on Personalization

➡ Requirements
- ➡ Agencies should get a personalized area
- ➡ The agency context, when navigating through the home page maintained
- ➡ Agency pages will automatically delete them and his

➡ Challenges
- ➡ Developing so-called Communities
- ➡ Caring for the community-specific content
- ➡ Community management

• Results
- • It is central and individual articles on the agency side,
- • Personalized services are callable
- • Part of the Automated Maintenance Agency Pages
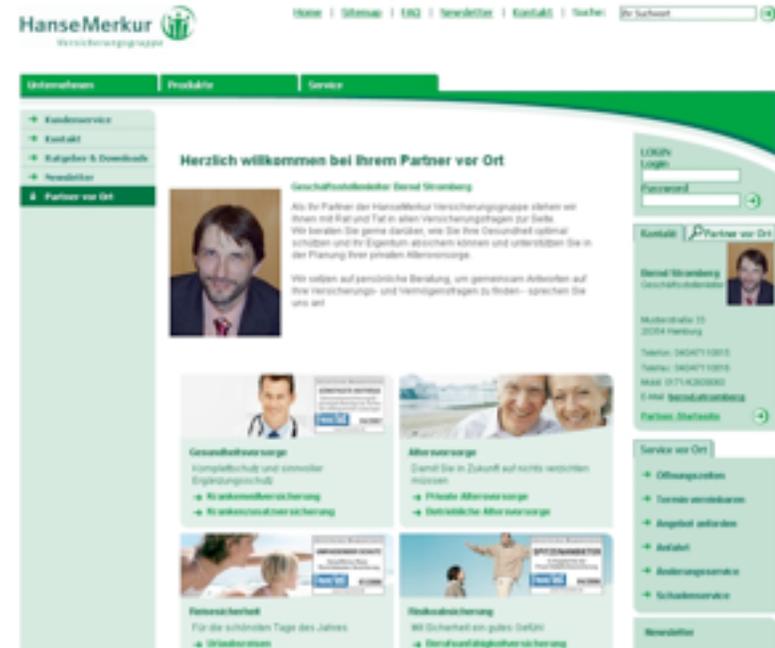
What's next?

- Internet
    - Reunification of the separate portals
    - New Online applications / accounts

- Customer Portal
    - 1-factor authenticated access for customers
    - CSS and customer overview

- Business Portal
    - B2B-Portal for partners
    - Personalized Content
    - Services such as commission review, etc.

- Intranet
    - Expansion work to the central platform in the office
    - Integration of e-mail, calendar, task management, expert systems

Conclusion – OpenSource in the Game

➡ Cons
  ➡ Not all components can be service contracts -> problems with errors
  ➡ Many open-source components are US driven -> time delay on requests
  ➡ For new external components is difficult to know how to find (eg MyFaces)
  ➡ Lack of stability at version of Exchange, frequent change of version
  ➡ No complete packages

➡ Pros
  ➡ No license costs; only implementation and service costs!
  ➡ Independence from vendors
  ➡ Ability to intervene in software itself (very dosed use!)
  ➡ Standard software possibility to influence
  ➡ Increased pool of ideas
  ➡ No complete packages

➡ Tips
  ➡ When selecting, projects of the incumbent should be given preference
  ➡ "Flows" in projects and communities must be observed
  ➡ Know how to build your own

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Thanks!

Questions?