

# SUCCESS STORY

▶▶▶ HELPING INSURANCE AGENTS SERVE THEIR CLIENTS

## PROBLEM

A nationwide provider of crop insurance for farmers and land owners wanted to streamline policy information for their agents, providing them with technology and training to simplify the pricing, execution and submission of policies to their clients.

## SOLUTION

Using ArcObjects, Applied Data Consultants, Inc. (ADC) developed and continues to enhance an ArcGIS Desktop extension that integrates digital imagery, public land survey and USDA FSA data from an ArcSDE geodatabase during the farm field creation process.

With the extension, users generate insured fields by digitizing boundaries or importing predefined fields from FSA Common Land Unit layers compiled in ArcSDE. Users can query the company's corporate Oracle database to confirm and apply policy-related properties as new fields are created, assuring the complex nature of 'multiple shares in common ground' is accurately represented and managed in the geodatabase.

More importantly, the desktop extension provides a series of tools for exporting image snapshots of the insured fields and associated reference layers, organized by geography and policy, which are later integrated in a bound 'map book' with a policy information report, then printed and provided to the insured. The printed map books are a critical component of the company's acreage reporting process, as each farmer and their agent reference the book in deciding and verifying the fields and acreage to be insured for a forthcoming crop cycle.

## RESULTS

The ADC solution has resulted in increased data accuracy and productivity for company's insurance agents. In particular, the task of reissuing a policy's "Schedule of Insurance," required when changes are made to a policy, have been dramatically reduced, resulting in savings of both staff time and mailing costs.

Moreover, with the customized extension, the staff levels necessary to create and maintain the company's enterprise geodatabase has remained steady despite the three-fold increase in the amount of mapped policy land.

Additionally, ADC is currently assisting the company in implementing a similar toolset for deployment in ArcGIS Server, allowing policy-field management at the local agent level.

