



## See how a Member Portal solution can support your growing business—regardless of your changing needs!

*“The solution provided by Point Alliance has given the CLHIA a flexible, affordable and decentralized environment for web-publishing. Our staff adopted the content manager with minimal training and finds it easy to use. Our Members, Industry Associates and Industry Affiliates are delighted with the design and customization provided by the Online Services portal.”*

Erica Hiemstra  
Director, Member and Web Services  
CANADIAN LIFE AND HEALTH INSURANCE ASSOCIATION



## Opportunity

The Canadian Life and Health Insurance Association (CLHIA) needed to transform its online presence to support the association's exponential growth and changing service offerings in recent years. The following were three goals CLHIA wanted their solution to achieve:

### Enhance online experience

A new dynamic website to showcase growing collection of content and services.

### Revenue generation

Ability to define unique 'bundles' of service offerings with an access control model that extended to the document level.

### Content Management

Consolidation of many single-purpose 'home-grown' databases into a centralized, unified and secure content manager.

## Client Snapshot



Canadian Life  
and Health Insurance  
Association Inc.

Association canadienne  
des compagnies d'assurances  
de personnes inc.

The CLHIA is a not-for-profit, voluntary trade association that represents the collective interests of its member life and health insurers. The Association's membership accounts for 99 per cent of the life and health insurance in force in Canada and administers about two-thirds of Canada's pension plans.

To learn more about our valued client, please visit their web site at: [www.clhia.ca](http://www.clhia.ca)

## Our Solution

### Member Portal & Web Content Management Solution

The CLHIA's expansion of their online offerings required a member portal and content management solution that would support all of the new business requirements. Point Alliance worked with the CLHIA to revitalize their website and provided a framework that could support their growing operations

### Here are some of the key components of the solution delivered to the CLHIA:

#### • Security & Personalization

The CLHIA wanted to be able to grant access down to the document level. Within each access level users then needed to be able to further specify their desired location, such as "Areas of Interest". A robust security architecture was developed to satisfy CLHIA's current online service requirements. This feature also encompasses enough flexibility to satisfy any future service requirements that the CLHIA may require.

#### • Membership Integration

Minimizing data duplication and integrating the Membership Portal with other applications was a key aspect. Additional applications include: e-mail subscription and group and committee listings.

#### • Migration to the new solution

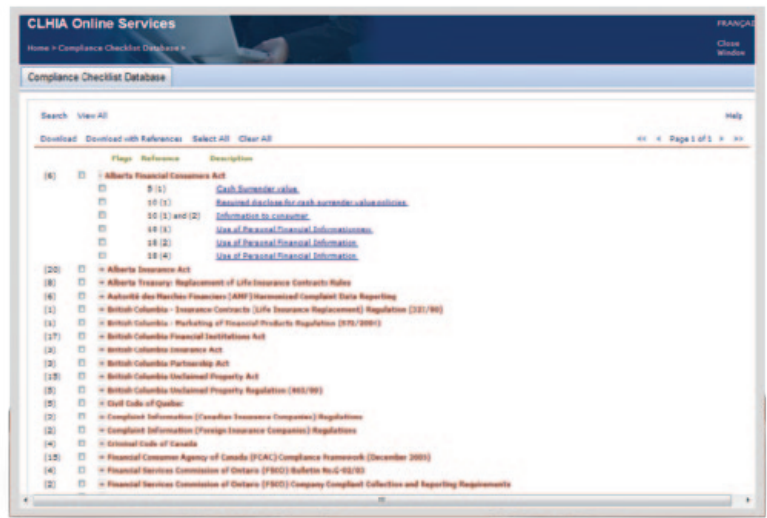
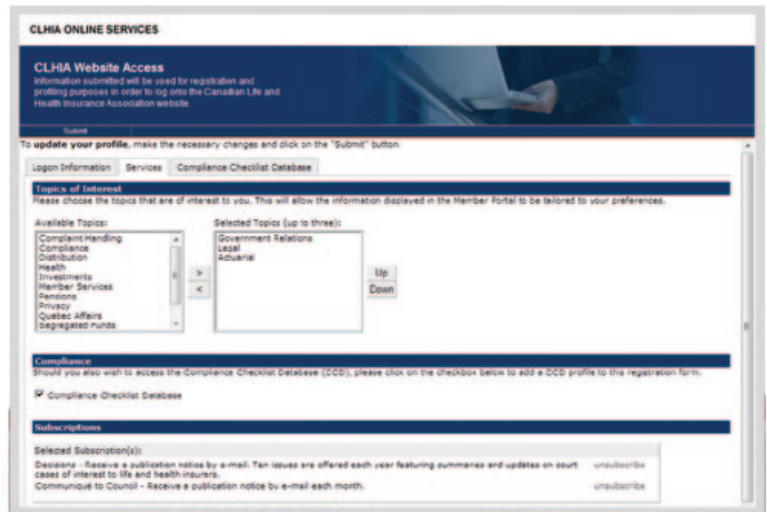
The CLHIA's original site content had previously been stored in many separate systems and databases. With the new environment, a redirection utility was developed to maintain all links and integration points to ensure a seamless migration to the site's users.



# Outcome

Point Alliance provided CLHIA with a new member portal to meet their growing business requirements. With minimal incremental hardware and software expense, this solution delivered on the CLHIA's requirements. Project costs were kept low and the project cycle rapid. By leveraging the new web management solution, CLHIA is able to benefit from the following capabilities:

- Dynamic website**  
 An organized website with a consistent design and context across mixed documents, applications and user types
- Secure access**  
 A sophisticated security system ensures sensitive information and online services and activities are well protected.
- Application integration**  
 Integration of CLHIA's existing web service offerings.



# About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology. Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

Point Alliance has been a member of IBMDIN 's Partner Network since 2002. As an Advanced Business partner, Point Alliance works alongside IBM® to develop, integrate and deliver IBMDIN - based products and services. Point Alliance's core IBMDIN competencies include:

- IBM Lotus Domino implementations and upgrades
- IBM Lotus Sametime and QuickR
- IBM WebSphere Portal implementations
- Custom application development
- Content management solutions
- Mobility solutions

# Professional Services

Our services include:

- Environment assessments and business process review
- Custom application development
- Project management
- Quality assurance and testing
- Training
- Support

