

Client

A leading life Insurance Company

Offering

Integration using Enterprise Service Bus (ESB)

Company Overview

The client is an insurance company having tie-up with two India based banks to provide insurance service through various channels. Headquartered in Mumbai, this Life Insurance Company is one of the most capital efficient life insurance companies in the industry today.

Growth

Faster growth due to 60% - 70% improvement in GTM

Efficiency

The Customer Loyalty and Better Customer Service due to faster TAT / Elimination of human intervention

Cost

Cost Saving - 65% to 75% saving on integration of new applications with Policy Administration System (PAS)

The Challenges and Our Solutions

The client uses a robust Policy Administration System (PAS) along with various other supporting applications to run its business operations. While initiating their business expansion, they emerged with a need for their PAS to interact with various business channels. To enable these integration points, they faced various challenges within the system.

Omnitech proposed ESB (Enterprise Service Bus) based solution to the client. An ESB is a software architecture model used for designing and implementing the interaction and communication between mutually interacting software applications in Service Oriented Architecture (SOA). It acts as a regulator and communicator between the external systems and internal applications.

The challenges vis-à-vis solutions delivered by Omnitech are as below:

Integration of the PAS database with the Operational Data Store (ODS)

Challenge : The client was looking for an end-to-end automated process which could reduce the manual tasks and human errors by having a direct integration of the database of Life Asia (PAS) on AS400 and ODS.

Solution : Using the ESB's database integration node, the database of the legacy application was seamlessly integrated to the ODS database.

Integration of Lead Aggregators with ODS

Challenge : The client had to integrate with various third party lead generation vendors with diverse systems, who are also known as Lead Aggregators.

Solution : Using the ESB's SOAP Input / Reply Node, web services were exposed to the lead aggregators. Data from the lead aggregators is exchanged with the help of web services and stored in the database of ODS application.

Integration of Sales Process Automation (SPA) application with ODS

Challenge : To automate the sales process, the client enabled their insurance products to be accessed from Tablets / Handheld devices. With the introduction of this application, the client had to manage two different databases and integrate the data between the two. This consumed lot of time and effort of their backend team.

Solution : Using the database input node, the data from the oracle database of the SPA application was integrated with the MS SQL database of the ODS application. During this process, complex business logic and data transformation were taken care by the ESB.

Integration of data coming through Email Attachments with the PAS

Challenge : The client wanted to eliminate the manual intervention in this process since it was utilizing a dedicated resource's efforts for an undemanding activity.

Solution : Using the E-Mail input node, the attachments coming from a designated email were automatically extracted and the data from the attachments were read and transformed before storing into the DB2 database of AS400 in PAS.

Web Service Integration with other banks to cater Bancassurance

Challenge : To accept the premium renewals, banks required a mode of integrating their application with PAS of the client.

Solution : Using the ESB's SOAP Input / Reply Node, web services were exposed to the partner banks on a scalable node due to which they could communicate with the ODS and PAS application without any manual effort and at real time.

Log Management

Challenge : Plan to integrate all their applications using a middleware solution, tracking of the information and having an error logging mechanism was required.

Solution : As lot of data was supposed to flow through middleware, tracking of the information and having an error logging mechanism was also important. The Log Viewer framework developed on the ESB helped to track and resolve the issues using informative logs.

Benefits

The process of integrating multiple applications that were independently developed, may use incompatible technology, and remain independently managed. Unless enterprises figure out how to synchronize data among departments, divisions and enterprises, the value promised from business process fusion will be much less than expected. Using SOA based technologies like the Enterprise Service Bus (ESB) used for integrating enterprise applications; Omnitech delivered the following benefits to the client:

Faster Go-To-Market for new solutions

- **Quicker Integration for Bancassurance / Lead Aggregators / Brokers**
Minimal integration lag for New Distribution Channels resulting in better overall business TAT and happy stakeholders.

- **Automated Process related to Clearing House, Fund Managers, and Governing Bodies**
Email Integration with External System removed unwanted human intervention.

- **Reliable designed for future Architecture**
Effortless future integration, change and addition of different systems or applications.

- **Faster proposal issuance, underwriting and policy issuance**
Optimization in TAT leading to enhanced and superior Process Cycle.

- **Quicker Integration with Legacy System and new application**
Automation in Data Retrieval, Transformation & Upload improved the efficiency of current processes without any changes in basic process format. ESB solution facilitated faster integration and migration to new systems.

Increase in Customer Loyalty and Better Customer Service

- **Easy Access to insurance system**
Minimal Integration Lag for New Distribution Devices adding to Customer Service and Customer Retention. (Mobile, PC, Web, Kiosk, ATM)

- **Faster Access to information**
Defect Free Data Exchange Due To Straight Through Processing - Less Manual Dependency, lesser error, least rework.

About Omnitech InfoSolutions

Omnitech InfoSolutions (BSE: 532882, NSE: OMNITECH) is a global IT solutions and services provider company in the areas of business availability, business continuity and business enhancement services. With over 23 years of fostering client relationships, we at Omnitech are agile to establish the best global credentials through world class quality certifications. Besides the conduct of ISO 9001:2008 for quality management, we have also gained ISO 20000, ISO 27001 and BS 25999 standards.

To know more about us, contact marketing@omnitechglobal.com or visit www.omnitechglobal.com

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