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## **Mphasis' application for HDFC Standard Life Wins the CIO "The Ingenious 100 – 2009 Award"**

Mphasis, today announced that their project ATLAS – Agency Training Licensing and Servicing System, created for HDFC Standard Life Insurance has received CIO's "The Indigenous 100 – 2009 Award". ATLAS is the only available customized workflow-based solution in the Indian life insurance industry that caters to all IRDA guidelines and helps in end-to-end tracking of the Financial Consultant (FC) licensing process. FC licensing is a critical process that contributes to Insurance company's sales objectives.

Mphasis partnered with HDFC Standard Life to devise a customized workflow based solution for the insurance sector. The objective of the process reengineering solution was to align the different sub processes of registration, training, examination and licensing processes into a centralized and consolidated operational requirement instead of silo processes. This application was designed and rolled out so effectively that it seamlessly integrated across various departments to become a part of HDFC Standard Life's daily operational activities. ATLAS has a unique inbuilt on demand rule based engine, which has the capacity to adapt to most of the business related rule changes. In ATLAS, the six sigma methodology of process improvement leveraged through technology and business process reengineering practices was used.

"All insurance companies face the challenge of maintaining consistent quality in terms of people, processes and systems with the scaling up of their operational needs", said Sunil Rawlani, Executive VP, Information Technology, HDFC Standard Life. "Our association with Mphasis has helped us align the recruitment, training, examination & licensing of Financial Consultants and thus improve response rate efficiencies. ATLAS, the customized workflow based solution has delivered incredible results and has definitely made our systems more nimble, thereby enhancing the productivity of the workforce. The successful implementation of ATLAS has also helped us achieve cost benefits and resolve operational roadblocks. We at HDFC Standard Life are honored to receive CIO 100 award and hope to deliver impeccable results through our partnership with Mphasis in the coming years."

"Mphasis is delighted with the recognition that the CIO 100 award brings to both HDFC and Mphasis", said Vinay Rajadhyaksha, Group Chief Delivery Officer, Mphasis Application Services. "The ATLAS solution, designed keeping the insurance industry in mind, aims at integrating people, processes & systems. This implementation betters key business processes and aims to transform the overall business."

<http://www.webnewswire.com/node/470027>

## **MphasiS' application for HDFC Standard Life Wins the CIO "The Ingenious 100 - 2009 Award"**

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