

Improved usability for a leading global insurance company by developing an application

/// CASE STUDY



**MPHASIS**  
an HP company

## Highlights

Mphasis helped build an application that manage the IFA (Independent Financial Adviser) data for a leading insurance company

## Client Type

Life Insurance Company

## Industry

Insurance

## Type of Work

Application development

## Why Mphasis?

**Better Solution:** Solution proposed adhered to Clients Strategic Architecture. New frameworks introduced for data access and advanced search.

**Lead Analyst capability:** Mphasis BA Tech Lead steered the specifications using Use Case model rather than restricted to navigational prototype and functional specs

**Competitive Estimates:** Mphasis was accurate on estimation and met business expectation

## Mphasis helped develop an application for a leading global insurance company in the UK thereby improving its usability drastically

### Client

A leading U.K based Life Insurance Company

### Objectives

- 'Single IFA Database' (SID) to be the master data repository for Client's Independent Financial Advisor (IFA) data
- A need to make the data more generally available and to avoid the idiosyncrasies of a database designed for compatibility with the Siebel application
- To increase customer experience
- Simplification of process
- Reduction of cost
- Support sales growth
- Competitive advantage

### Challenges

- Legacy systems - The pressure to grow sales exacerbated the issues with SID as it limited IT's ability to support the sales force in a cost effective manner.
- Siebel and Oracle version being used out of support - Changes to SID often had to be made in a compromised manner, leading to issues around reduced flexibility, scalability and reuse.
- Test Data - The client could not provide test data due to migration issues. Mphasis deployed the system in onsite Test environment and tested the system requiring increased number of days for testing and defect fixing.
- VPN unavailability - VPN was not available during offshore construction phases. This delayed the system testing on the test database.

**Skill Set**

**Infrastructure/Technologies:**

Intranet, J2EE based application

**Hardware:**

Sun Solaris

**Network Components:**

LDAP

**Softwares:**

Java Pageflows, XML, BEA WebLogic Server 8.1, Oracle 9i

**Solution**

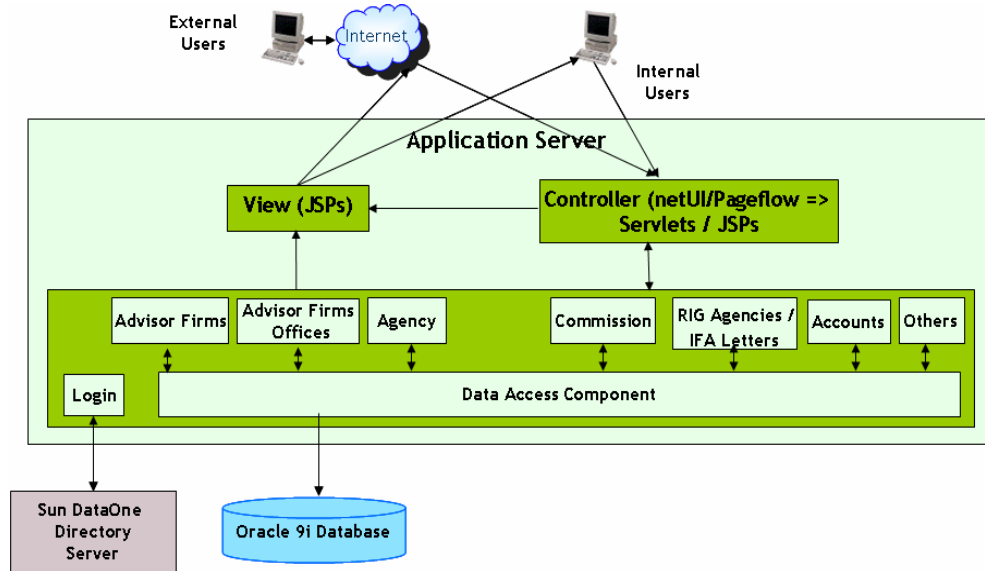
A solution was designed to be aligned to the clients Strategic Architecture, leveraging the shared Oracle and WebLogic infrastructure. It replaced SID and resolved the software currency issues, reduced business risks and met business demands.

The project supported the streamlining of Agency & Commission operations cross departments. This included the facilitation of "one stop processing" for Agency servicing. This project was built as an intranet application on Weblogic Server 8.1 and Oracle 9i.

Key features being:

- A single user interface to maintain and query adviser data
- Improved management of data at organization level achieved by migrating and rationalizing the data in a newer version of Oracle
- Quick response to enquiries due to flexible and advanced search functionality

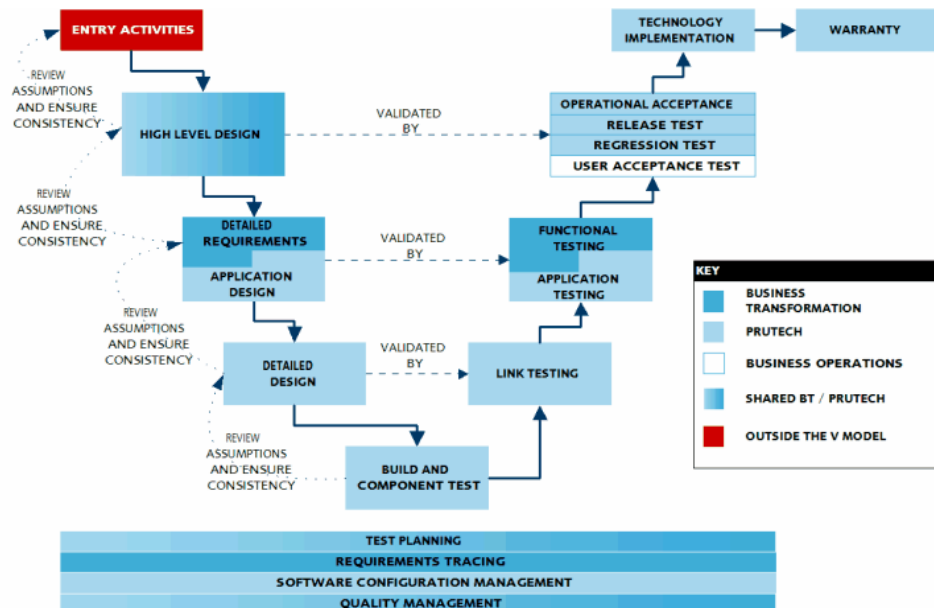
**Architecture Diagram**



**Solution Details**

MphasiS was involved in every stage of the development cycle along with Client's IT. Detailed design, build and component testing were exclusively offshore phases.

**Developmental Cycle**



Customer Satisfaction Index	
Parameter	Score (%)
Delivery Process	94
Value Addition	90
People	90
Support Structure	100
Communication	90
Comparison with Competitor	80
Overall Performance	90
Customer Satisfaction Index	91.76%

## Innovation

- Mphasis' UET team reviewed the UI (provided by the client) of the application and brought about many improvements to the customer's delight.
- Mphasis' Architect team conducted a POC using "manage a whatever" pattern which was implemented successfully.

## Benefits

- Improved customer experience through combined processes following on from enabling process simplification and ability to respond quickly and efficient to regulatory/mandatory requirements
- Saving on annual business as usual running costs due to latest technology reducing support costs
- Support for sales in terms of time to market for new products and product enhancements and improved customer experience particularly for distributors (advisors, multi-tied or other and partnerships)
- Systems/processes can respond quicker and faster to more customer queries matching competitors systems
- Availability of quick and accurate data improved the management of independent financial advisors (IFA) of the client. The new system provided quick access and overcame a number of system bottlenecks by providing enhanced features
- Drastically improved usability of the system
- Integrated and implemented new technologies
- Reusable search framework was designed which was adopted organization wide in other J2EE projects
- Consolidated and integrated systems

## About Mphasis

Mphasis is a leading Applications, Business Process Outsourcing, and Infrastructure services provider. The company delivers real improvements in business performance for clients through a combination of technology knowhow, domain, and process expertise. With currently over 36,000 people, Mphasis services clients in Financial Services, Communications, Media & Entertainment, Healthcare & Life Sciences, Manufacturing, Transportation & Logistics, Retail & Consumer Packaged Goods, Energy & Utilities, and Governments around the world. To know more, visit [www.mphasis.com](http://www.mphasis.com)

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