Customer service leaps forward at industry super fund

IBM Integration Bus enables core systems to synchronize in near real time instead of overnight

Overview

The need
An industry super fund (retirement fund) had inflexible point-to-point application integration, leading to slow CRM response times and an overnight delay for access to new information.

The solution
The organization deployed IBM® Integration Bus Express Edition to provide a universal integration foundation based on an enterprise service bus (ESB), increasing flexibility, agility and responsiveness.

The benefit
Now core systems synchronize data in near real-time, boosting the organization's customer service, and systems are insulated from temporary loss of other applications.

A medium-sized not-for-profit industry super fund (retirement fund) needed a new approach to application integration. The organization had an inflexible point-to-point approach, and a business technology manager sought a better solution.

Time to simplify

One crucial need was to simplify integration between the CRM and other applications. Data synchronization was an overnight process, and CRM responses had a nine-second delay because the application accessed data in a core admin system each time.

But there was no easy fix. The organization used integration capabilities built into the CRM system and relied on the CRM vendor to make integration changes. The organization's IT team couldn't reuse integration services, nor could they predict or control the impact of changes on core systems. Worse, changes were tightly coupled; if one was lost, all were lost.

"IBM exceeded our expectations, providing personalized service and delivering timely expertise," says the business technology manager. "The combination of access to IBM product experts and IBM's early engagement of a trusted business partner was key. We always felt we could pick up the phone and get help from a local expert."

The business manager set out to select a service-oriented architecture (SOA) that would streamline software integration.

Finding the right solution

"My biggest concern was we don't have a big IT shop," says the business technology manager. "The integration technology must be consumable, manageable and bullet-proof."

After a full architectural review, the organization chose IBM Integration Bus Express, deployed with the assistance of an IBM Business Partner.

Speeding responsiveness

IBM Integration Bus enables IT staff to improve application integration themselves. They have a centralized point for diagnostics; better visibility helps them isolate and solve integration problems.

Business continuity is enhanced because the solution insulates core systems from the temporary loss of other applications. And the organization speeds time to market because integration services can be reused.

The IT team used IBM Integration Bus to develop services that synchronize core systems' data in near real-time instead of overnight. Updated member information is accessible immediately, improving customer service and reducing risk.

Solution components

Software
• IBM® Integration Bus Express

For more information

To learn more about IBM Integration Bus, please contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/integration-bus

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