

Birla Sun Life Insurance

Synopsis: *A life insurance company in India reduces the time needed to generate a new policy from days to just hours when it implements a document and process management solution using IBM System p5 550Q Express - AIX 5L Edition servers and IBM DB2 Content Manager for AIX and IBM WebSphere Process Server software*

Location: Mumbai, INDIA

Industry: Insurance

URL: <http://www.birlasunlife.com/>

Customer Background:

Birla Sun Life Insurance (BSLI) is one of the leading private life insurance companies in India, providing innovative need-based life insurance and retirement solutions for individuals as well as corporations. The company is a collaboration between the US\$6 billion Aditya Birla Group and the US\$16.7 billion Sun Life Financial of Canada. BSLI is headquartered in Mumbai, India, and has branches across India.

Business Need:

BSLI was operating a number of line-of-business (LOB) applications that were failing to meet its needs. Particularly, the company's existing applications required users to log into multiple systems to issue a policy and involved too many manual processes, which generated too much documentation. And it took the company days to process new policies, which negatively impacted the company's customer service levels.

BSLI wanted to reduce the turnaround time for issuing new policies, decrease the amount of paper documentation used in its processes and improve its overall efficiency. The company began to look for a document management solution that would better meet its needs.

Solution:

BSLI teamed with IBM Business Partner Automated Workflow Pvt. Ltd. to implement a solution based on IBM hardware and software that enabled it to improve its internal processes and reduce the turnaround time for issuing new policies.

The company implemented three IBM System p5 550Q Express - AIX 5L Edition servers running the IBM AIX 5L V5.3 operating system and configured with three logical partitions (LPARs), all of which are running the company's production applications.

Then, BSLI streamlined its processes using IBM WebSphere Process Server V6 software. The company utilized the application to design a process that enables its employees to issue a new policy using a single interface. BSLI created a document repository using IBM DB2 Content Manager for AIX V8.3 information management software, which stores all of the company's documentation centrally and helps reduce the amount of paper documents used in its processes.

Benefits of the Solution:

Using the IBM solution, BSLI has reduced the amount of time needed to generate a new insurance policy from days to just hours. Users are able to issue a policy by logging into a single application window. The solution has also reduced the amount of manual processes and paper documentation in BSLI's operations. All of these improvements have increased the overall

efficiency of the company's users. Plus, the DB2 Content Manager and WebSphere Process Server applications provide a service-oriented architecture (SOA)-based infrastructure that will enable BSLI to implement additional enterprisewide business process management solutions in the future.

The powerful System p5 550Q servers provide BSLI with virtualization capabilities that allowed the company to create nine operating environments on just three servers, saving floor space and reducing operating costs. And the servers' dual processors improve BSLI's application performance and its overall efficiency.