

Case Study Bank and Insurance

The Banking / Insurance sector benefits from the simplicity and rapidity of enterprise mashup technologies.

“The Banking / Insurance sector must demonstrate increased agility in the implementation of the new applications clients are looking for. Enterprise mashup technologies can help them in integrating new applications more quickly and at the lowest cost.”

The Internet has revolutionized the way people communicate and work: 85% of web surfers manage their accounts on the web and 62% are ready to subscribe online to a banking, credit or insurance products, according to the most recent Médiamétrie barometer.

The client therefore wishes to use this channel to be autonomous with respect to its management, but also to remain up-to-date, compare and make purchases quickly and easily.





Convertigo was the perfect choice. The mashup technology offered allows easy creation of new web applications.

BRIEFLY

- ACTIVITY:** A merger of the banking and insurance activities of a large, French group.
- CHALLENGES:** To prove agility and integrate banking and insurance applications within a single web portal, while still guaranteeing the performance and security of operations.
- SOLUTION:** The mashup technology offered by Convertigo allowed the easy creation of new web applications by combining a number of sources, without jeopardizing existing resources.
- RESULTS:** A unified access to banking and insurance applications that proved the agility of the company, while still maintaining the integrity and strict regulations of the resources involved.

Challenges

Players in the banking and insurance sectors are dealing with ever-increasing competition in a context in which the behavior of clients and potential clients is rapidly changing.

The multi-channel approach developed by banks and insurance companies requires data and process consistency capable of rising to the real challenges faced by organizations where numerous existing and partitioned applications still remain.

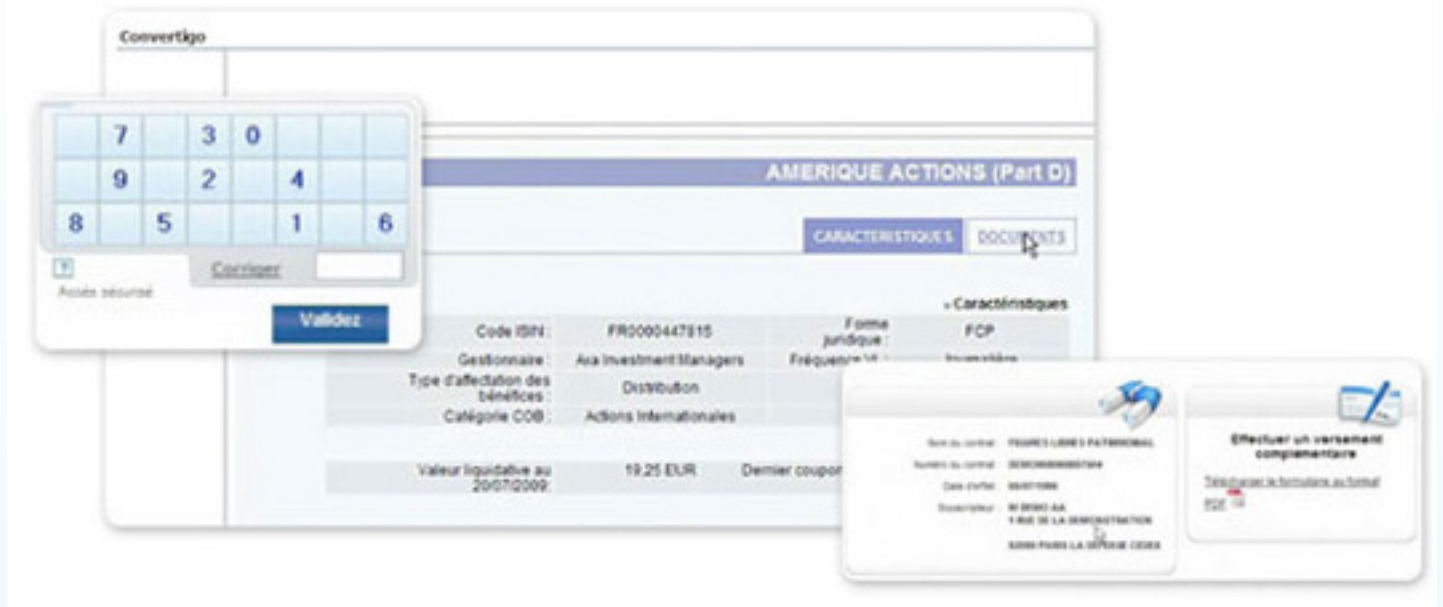
At the same time, the emergence of large groups that link banking and insurance activities requires the implementation of new services. These new services group the different types of products and contracts together in a unique portal, while unifying the processes that are made available to clients.

In an economic climate where companies need to optimize performance and reduce costs, modernizing IT systems has become a turnkey strategy for the banking/insurance sector. It must enhance the company's responsiveness, and guarantee the performance and security of operations.

The Internet has revolutionized the way people communicate and work: 85% of web users manage their accounts on the web and 62% are ready to subscribe to online banking, credit or insurance products, according to the most recent Médiamétrie barometer. This means that banking clients need their channels to be autonomous with respect to its management, but also to remain up-to-date, and compare and make purchases quickly and easily.

OBJECTIVES

- › To manage their multi-channel relationship, in compliance with message consistency, standardizing sales and transaction process management
- › To implement innovative solutions and services that win over new clients and encourage customer loyalty
- › To group together original existing applications and technologies that help unify the IT system during mergers and acquisitions.
- › Accelerate time-to-market to gain that competitive edge.



Solution

To resolve these issues, Convertigo offers an enterprise mashup solution leading to rapid online availability of new applications, without jeopardizing those developments already in place.

One of the most representative of Convertigo applications in this sector was demonstrated in the case of a merger of the banking and insurance activities of a large French group.

To make this new organization a reality, a unified access to banking and insurance applications proved essential. The IT department spent a number of months reviewing the new architecture required to integrate the transactions managed on the online applications created for the different technology types. Convertigo was the perfect - and obvious - choice.

The mashup technology offered by Convertigo allows easy creation of new web applications by combining a number of sources, without jeopardizing existing resources.

To integrate banking and insurance applications within a single web portal, Convertigo used the following modules:

- » Convertigo Web Integrator : This integrates existing applications in a new SOA architecture, without intruding on the code of the original application.
- » Convertigo Web Clipper : This creates the components (widgets) that contain the data that is presented in the new interface, accessible to the client.
- » Convertigo Mashup Sequencer : This sequences the processes.

In just a few short weeks, configuration was complete and provided a single user interface and access to all products and transaction details (This type of integration takes place in Microsoft SharePoint, with the simple use of a web part* to present the banking data). With this application, the client can also subscribe to new products, and top up existing contracts.

*WEB PART : BASIC ELEMENT OF A MICROSOFT SHAREPOINT PAGE, INTENDED TO BE PLACED BY THE END USER IN A PAGE FOR CUSTOMIZATION PURPOSES

REASONING

- » It was simple and quick to implement
- » The technology does not jeopardize existing applications
- » It had demonstrated guaranteed performance
- » It had compliance with strict banking safety procedures



Results

The Convertigo solution provides online availability of a new application in a very short time, without mobilizing significant amounts of technical resources. The availability of this new interface has also led to considerable improvements in browser user-friendliness and data search functions. Clients can sort and categorize information instantaneously, just as with a simple spreadsheet, without quitting their online application.

BENEFITS

- › **Rapidity:** a few weeks of configuration instead of months of development
- › **Innovation:** a simple and user-friendly interface that also integrates online product subscription
- › **Sustainability:** the solution is not jeopardized in the event of an upgraded data source. **Agility:** the system does not require significant resources
- › **Agility:** the system does not require significant resources
- › **Client Satisfaction:** added value for the end client, thanks to a simpler, more user-friendly interface that is better adapted to web surfer habits

About Convertigo

Convertigo delivers Mashup solutions to enterprises. The Convertigo EMS provides a platform to create composite applications from legacy (green screen) applications, unstructured Web sites, and SOA APIs. This is accomplished with studios tailored for developers and business analysts to create Web 2.0 mashups from almost any source, while reusing existing data and process information. Convertigo is radically changing how companies create applications, with the agility and reliability needed to innovate, streamline business processes, and improve customer satisfaction.

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