

Estuate Solution Drives 30% Improvement in Application Performance at US Financial Services Major



Background

The client is one of the leading financial services companies in the United States, serving about one million households and businesses. It offers a full range of financial products and services from auto, home, business and life insurance to retirement planning services, investment management and annuities. The company was formed by a group of farmers in 1925 as a fire and lightning insurance company.

A year later, the company expanded and began to offer coverage for autos and equipment. Today, they have more than 3,000 employees and 2,000 financial representatives and offer a full range of products and services for insurance and financial needs.

Business Challenge

The client's corporate applications, including Siebel Financials, Siebel Claims, Siebel Billing, and a custom Imaging application, collect and maintain business-critical data, from sales opportunities to customer service requests. However, ineffective data management was degrading application performance, increasing storage and management costs, and causing the client to slip on customer satisfaction levels. As the Siebel CRM applications had accumulated large amounts of customer transaction data over time, operational expenses were increasing with the size of the database. Each new transaction added pressure on application performance and availability. Operations and compliance concerns were an issue, and batch jobs, data replication and disaster recovery were taking longer, reducing the availability of these applications. Previous attempts to solve this problem were unsatisfactory.

The Estuate Solution

Estuate provided a solution that aligned the client's enterprise Siebel application data with their business objectives to improve service levels, mitigate risk, and control costs. This was a very specialized project around sharing best practices in a complex customer environment. It also involved automation of a complex business process with rapidly evolving requirements that required many iterations to complete. The solution:

- ⦿ Archived and removed inactive Siebel data, as defined by client, using IBM Optim Archive Solution.
- ⦿ Archived and removed from the Siebel CRM file system associated attachments for archived items.
- ⦿ Provided seamless access to and viewing of archived data from within the standard Siebel CRM user interface and workflow.
- ⦿ Implemented advanced solutions like "lean purge", that helped to purge data from the tables in parallel threads, thereby reducing the overall cycle time and processing needs.

Business Impact

Alignment of Siebel application data with the business objectives helped the client unleash real benefits across their enterprise:

- ⦿ Improved application performance by 30%.
- ⦿ Reduced the overall database size by 40% without any impact on daily operations.
- ⦿ Enabled compliance with corporate data and records retention policies.
- ⦿ Provided consistent performance and improved customer satisfaction.
- ⦿ Streamlined application upgrades, improved operational efficiencies, and reduced ownership costs and risks.
- ⦿ Enabled the establishment of a Center of Excellence around Information Lifecycle Management.

"Application performance is up 30%, storage costs are down 40%, and CPU costs are down almost 75% - incredible results from Estuate, the leading expert in this domain. Estuate exceeded our expectations by delivering personalized service and offering timely expertise. The combination of access to IBM product experts and Estuate's engagement as a trusted business partner was the key to the success of this project. "

Technology Manager.

Get Started Today

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