

CASE STUDY

SOA IN ACTION

Ensuring the Competitive Edge

Transamerica Life Insurance Company Simplifies Infrastructure with Sun Software

THERE ARE MANY forces reshaping the insurance industry today. Among them:

- Deregulation of the financial services market
- Increasing market consolidation and product commoditization
- The introduction of Internet technology for supporting agent and customer interactions

Because of these forces, insurance company leaders find their legacy information systems are being strained and proving unequal to the task of remaining responsive to the changing competitive environment.

In order to increase their competitive edge, financial service providers like Transamerica Life Insurance Company, a member of the AEGON Group, have had to move quickly to streamline their technology infrastructures to lower operating costs while improving the quality of customer and agent service.

For Transamerica, one key solution has been process-driven integration and automation via the Sun Java Composite Application Platform Suite (CAPS, which includes the former See-Beyond ICAN Suite). To help Transamerica automate business processes and enable self-service for both agents and customers, CAPS:

- Supports the expansion and optimization of its distribution channels
- Lowers processing costs per transaction and customer



"The Sun CAPS solution was the only platform we felt gave us the flexibility we needed with the total cost of ownership we felt we could support."

—Gwen Kluber, CIO, Financial Markets Group (FMG), a division of Transamerica Life Insurance Company

- Creates market differentiation and brand awareness

- Supports the acquisition of new customers by developing customer-centric solution strategies to improve satisfaction, loyalty and profitability

“Developing a responsive technology infrastructure is becoming increasingly critical to the success of our business units,” says Gwen Kluber, CIO, Financial Markets Group (FMG), a division of Transamerica Life Insurance Company. “As new programs are developed at the local business unit level and considered for roll-out across the organization, we require systems that allow us to evolve quickly and effectively with a minimum of disruption for our agents.”

CAPS was developed to leverage existing investments in technology while providing competitive advantage through increased flexibility and responsiveness. This flexibility provides the foundation to create a set of services above existing underlying legacy and packaged applications, using a service-oriented architecture (SOA).

With an SOA, companies such as Transamerica can leverage CAPS’ business process management (BPM) capabilities to orchestrate common services across multiple channels and products. These multi-channel/multi-product applications can be updated from a change made at a single point, and new services need only be developed once for use across all channels.

In short, CAPS helps enterprises such as Transamerica to increase customer satisfaction and loyalty by providing a positive and consistent experience while dramatically reducing time and cost to launch new services.

“The Sun CAPS solution was the only platform we felt gave us the flexibility we needed with the total cost of ownership we felt we could support,” Kluber says. “And its commitment to partnership and to our success was clear throughout the entire selection process.”

ABOUT SUN JAVA COMPOSITE APPLICATION PERFORMANCE SUITE

Sun recently announced a new release of their product line which delivers an integrated suite that includes Sun platform software products and the former SeeBeyond ICAN Suite. This product, Sun Java Composite Application Platform Suite (CAPS), delivers everything an enterprise needs for SOA, composite applications, and enterprise integration projects. CAPS is made up of industry-leading products from both companies, such as: a service oriented development environment, portal server, application server, directory server, access management, and integration servers. CAPS has nearly 2,000 customers across all major industries worldwide, a sampling of which includes Blue Cross Blue Shield of Massachusetts, BHP Billiton, The Cleveland Clinic, The Dial Corporation, DuPont, Florida Power & Light, Fluor Daniel, Fujitsu, General Motors, Halliburton, Hertz Corporation, Lockheed Martin, Pfizer, Samsung, Sprint, and Sutter Health.

Sun SOA Solution at a Glance

THE COMPANY: Transamerica Life Insurance Company, a member of the AEGON Group -- one of the world’s largest listed insurance groups, employing over 25,000 people worldwide and operating through locally managed units.

THE BUSINESS CHALLENGES: *In responding to the changing landscape of the insurance industry, Transamerica sought a new technology infrastructure solution to help:*

- Attract and retain customers in a competitive environment
- Provide consistent access to multiple products across multiple channels
- Meet customer demands for real-time information
- Reduce cost of launching new products and channels

THE SOLUTION: *The Sun Java Composite Application Platform Suite (CAPS) is designed to include:*

- Service-oriented access to legacy systems
- Business logic implemented as a set of shared services
- Processes shared across channels
- Support for a common object model
- Version control
- Impact analysis

THE BUSINESS BENEFITS: *Since deploying CAPS, Transamerica has come to realize:*

- Consistent processes across channels and products
- Information available in real-time
- Support for complex, tailored products
- Superior customer experience
- Enhanced customer satisfaction and loyalty
- Reduced development and maintenance costs
- Strengthened competitive position



For more resources on SOA, visit www.sun.com/soa

