

SOLUTION PAPER



Fulcrum Logic : Insurance Domain Expertise

Overview

Fulcrum Logic Inc. (www.fulcrumlogic.com) is a global provider of innovative solutions, technology consulting and outsourcing services. Our services include enterprise applications management, SOA, business process improvements, Portals, ERP implementations, Business consulting and testing.

Domain Expertise

We have collaborated with leading insurance companies around the world like AIG, Fireman's Fund (Part of Allianz) and Kotak Old Mutual. Our consultants have a wealth of in-depth functional knowledge combined with real time complex implementation experience in all types of insurance, including life, health, general and property & casualty.

Serving some of the major players in this industry, Fulcrum has taken the lead in transforming traditional players into innovative, customer-centric insurers of the future with a range of next generation solutions, including: policy administration, claims and IT systems, customer portals, web based billing systems, application development, implementation, integration, testing and outsourcing.

We bring:

- Proven experience as an end-to-end solutions provider
- The ability to leverage alliances with best-in-class technology providers
- Access to industry-defining best practices, methodologies and standards through our Portal Center of Excellence (COE)

Implementing custom logic to extract data as per organizational requirement gives our clients ability to categorize data they want to export leaving back overheads of old setup. We have also assisted teams to successfully move legacy data to the new Sharepoint platform of MOSS 2007 and WSS 3.0.





Rapid Implementer of Technologies

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Web Based Billing System: Fireman's Fund Insurance Company (FFIC)

We developed a Web Based Billing System that migrated an existing client server based billing system to a web based billing system for the Customer Service Reps (CSR) and Insurance Agents. Ours solution was based on Fulcrum e-framework. The development was done using J2EE Technologies with IBM Websphere, EJB and Struts framework.

Fulcrum's framework approach and project management methodology ensured completion of this project on time and in budget. The client had measurable ROI that included:

- Reduced Agent billing inquiry questions - Savings of \$500 K over 2 years.
- Enabled Personal Insurance to remain competitive with other carriers who already offer this service to the agents.
- Delivered ease of doing business and created a strong value-add for existing services for agents.

Insurance Customer Portal: Kotak Old Mutual Life Insurance Ltd.

Architected to serve millions of their "Life Insurance" customers by offering a web based interface / application. This application shall be 24x7 available over internet and facilitate the customer to reach Kotak Old Mutual services from anywhere and at anytime.

This Customer Portal offers innovative functionalities to the existing policy holders, potential customers and general users.

- Customer Registration
- Policy Registration
- Proposals
- Policies
- Servicing Requests
- Online Payments

The current web development platform with component based architecture was implemented to meet the goal of high availability, stability and functionality. The portal system integrates with other legacy insurance applications like Policy Management & generation and policy billing. The customer portal follows Service Oriented Architecture (SOA) based approach, so as to enable future or existing external systems to interact with customer portal. SOA approach is followed by business layer which uses Windows Communication Foundation (WCF) and Windows Workflow (WF) to enable the services to the Presentation Layer or other applications to exchange data and participate in business processes. Presentation layer of application is a light weight, AJAX enabled web application which is loosely coupled with the business layer and layered in such a way so as to utilize the UI capabilities. The technology stack for development uses .NET 3.5 framework, AJAX, Oracle 10g and Tivoli LDAP.