

## **Birla Sun Life**



### **A little about Birla Sun Life.**

Born in March 2001. Birla Sun Life Insurance is a joint venture between Aditya Birla Group and Canada based Sun Life Insurance. With a Rs. 530 crore turnover last year, Birla Sun Life has 40 branches all over India, with seven more to come in the next year.

### **The company's growing pains.**

The heart of any insurance company is the policy administration system and the challenge lay in the fact that the policy administration software ran on different platforms and supported different databases.

This was purely a need-based decision, as insurance companies deal with a large amount of data everyday. BSLI spent a good amount of time in short listing its main application software, called Life Insurance Administration System. What it needed now was the right hardware and database software on which it could run this system.

### **The IBM solution.**

Birla Sun Life chose IBM as its partner to provide IT infrastructure.

"Looking at volume, looking at ruggedness we wanted, the response time, and the costs, etc. we chose the UNIX system, RS/6000 from IBM," reveals MC Raisinghani, VP, and Technology. DB2 became the choice for backend database because BSLI felt that with DB2 in place, it could easily move to higher platforms if volume increased, without getting into conversions and upgrades.

BSLI is also using IBM's CICS, the transaction gateway software and WebSphere in this integrated system. Setup and implementation was done by IBM's software team. Omnitech, an IBM partner, did the coordination. This was followed by four weeks of exhaustive testing in a simulated environment. IBM's Lotus Notes is in use for both messaging and automating office administration workflow applications over time.

### **The result - Life is easy.**

All the branches are automated and connected to the main branch from the first day of operation. Receipt is very important in the insurance business, and due to this automation, the customer gets the receipt instantly from the branch.

The integrated automated system with data centre and proper disaster recovery mechanisms have ensured not a single day's downtime in three years.

Customers can see the status of their policies over the Internet, as can insurance advisors, who can easily access their client's policy details.