JUBILEE LIFE EXTENDS ITS SALES REACH TO RURAL AREAS WITH ORACLE FORMS BASED MOBILE SYSTEM USING AURAPLAYER

"Words can't describe how impressed we are with AuraPlayer… We had our doubts at first. Could it really be so easy and cost effective to mobilize Oracle Forms? But after 2 months our insurance sales system is mobilized and the rest is history.

With the great success of our AuraPlayer project, Jubilee Life has renewed its commitment to Oracle and specifically Oracle Forms. We have decided to build our newest system on Forms 11g, WebLogic and AuraPlayer."

ZahidBarki, Group Head - Technology, Projects & Quality

www.jubileelife.com

Industries: Life and Related Insurance

Oracle Products & Services:
- Oracle WebLogic
- Oracle Forms

Project Scale:
- ~150 Oracle Forms in Desktop Forms system
- ~20 Forms modules were enabled as mobilized Forms
- Less than 60 days to develop

www.AuraPlayer.com

Industry:
Oracle Modernization Software Provider

Solution:
Oracle Forms to Mobile / Cloud / SOA by leveraging existing systems as webservices without redevelopment.

Executive Summary

Jubilee Life, a $220MUSD(2014) member of the Aga Khan Fund For Economic Development (AKFED), is a progressive life insurance company headquartered in Karachi, Pakistan. With a desire to serve a market highly distributed throughout Pakistan, their sales teams were challenged to effectively reach the customers' as their Oracle Forms back-office insurance sales system could not operate on mobile devices. Jubilee Life employed the AuraPlayer solution to mobilize their business processes to a user-friendly tablet-based application in record time, with no migration or redevelopment required. This is a classic case of taking back-office data and pulling it forward to the front lines to create corporate agility, efficiency and increase sales.

The Corporate Challenge

Prior to mobilization, as 60% of the company's target market resides in rural areas, it was extraordinarily difficult for Jubilee to reach a huge component of their customer base quickly and efficiently. Generating a policy for a customer was a 2-3 day process, in which representatives gathered customer information on paper forms on location. Then, after requisite travel to a branch office, a clerk taking several days for the completed policy to be sent to the customer would enter the collected data into the back-office system.

Another major challenge the company faced, involved providing service though their channel partners. Jubilee Life depended on these partners, typically banking institutions' willingness to accept the terminal set up and new hardware and software necessary to run the Oracle Forms system on premise. To operate the system, they needed to use a secure enterprise network for remote access to the back-office system since the Oracle Forms applet based system was not accessible on mobile devices.

To confront these issues and expand their business, the challenge was to fashion a solution to leverage the company's extremely complex, existing insurance system and make it accessible on mobile devices anywhere that had wireless connectivity without extensive redevelopment or migration.

The Solution - An Oracle Forms Modernization Project

Jubilee Life found a solution to its business needs in a 2-phase modernization project using AuraPlayer and Oracle WebLogic. First, the Oracle Forms system was upgraded from Forms 6ito the applet based Oracle Web Forms. Then, the system was further modernized to run on mobile devices using AuraPlayer's solution running on WebLogic 12.1. AuraPlayer is a unique solution to enable Oracle Forms as webservices to plug into Oracle mobile/cloud development tools. This project solved an important corporate challenge, by allowing sales representatives and channels to access the system remotely via tablet, while simultaneously supporting hundreds of remote users on the robust WebLogic server.
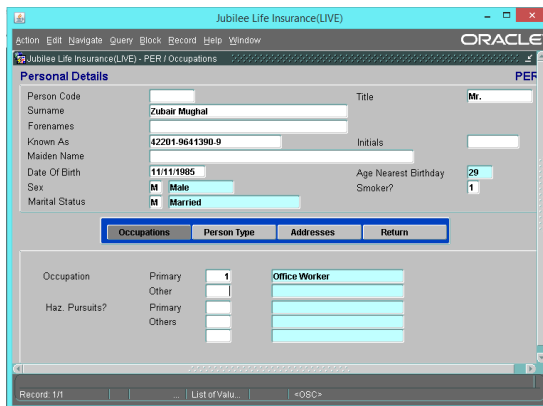
"AuraPlayer's powerful solution is magic! Now without touching our core Oracle Forms application we are successfully running our system from new modernized mobile pages."
Mr. Faisal Qasim Head of Information Technology

Business Benefits

After successfully modernizing their application, Jubilee Life now has a solid, robust, and scalable mobile application to expand their sales footprint and increase revenue from rural areas and new banking channels. By using AuraPlayer, the solution required no migration or redevelopment of the Forms system and was up and running in record time, saving the company valuable resources, increasing revenue, and maximizing profit.

Additionally, with this new mobile architecture in place, system performance has improved dramatically. The process flow is now even faster and smoother on the tablet-based app. The sales reps in the field, sometimes days away from HQ, can now complete the sales process – from input of customer data, to price quote, to signature **– in only 9 minutes, rather than 2-3 days**.
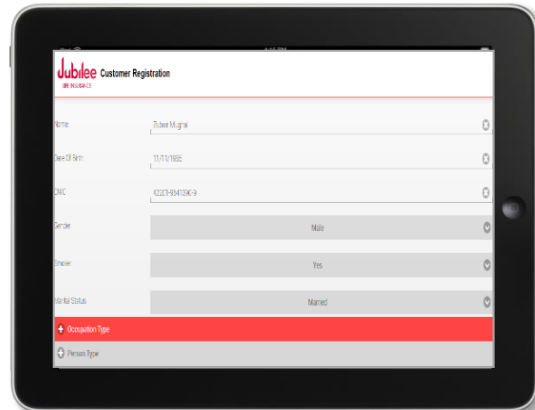
Jubilee Life now has a single insurance management system with 2 user interfaces. Both a back-office and mobile version running the same core system, while they only need to maintain one source of business logic. This provides a flexible, cost effective on-the-go solution for sales without compromising the robust back-end. Using AuraPlayer and Oracle technology, Jubilee Life protected, extended, and evolved its existing Oracle Forms investment to meet its growing corporate needs.

"Most impressed are our customers. Our bank and other institutional partners are thrilled; they do not have to install and manage any hardware or software to sell our complementary products. And we think our field sales representatives will be equally thrilled with their increase in revenue and their ability to be fully responsive to our market." **Muhammad Khurram, Lead Programmer**

Jubilee was so impressed with the power of using Oracle Forms with AuraPlayer that they are now in the process of migrating to the latest version (11g R2). They anticipate benefiting even more from their modernized Forms when coupled with the new features available in 11g R2.

About AuraPlayer
http://www.AuraPlayer.com/
AuraPlayer is a cutting-edge technology company dedicated to unlocking the business processes trapped in Oracle Forms legacy and Oracle E-Business Suite systems. AuraPlayer breathes new life into Oracle Forms based systems by modernizing them for new environments like Mobile, Cloud and SOA, and with new development tools like Java / ADF / MAF. AuraPlayer solutions allow companies to enter the new world while leveraging their existing systems without redevelopment to maximize ROI.

About Jubilee Life Insurance
Jubilee Life Insurance Company Limited, a 220M USD, subsidiary of Aga Khan Fund For Economic Development (AKFED),is the largest private sector life & health insurance company in Pakistan. It has clientele of over one million corporate and individual customers and is a pioneer in the field of bancassurance and credit life insurance in Pakistan.

Credits
ZahidBarki, Group Head - Technology, Projects & Quality, Jubilee Life Insurance
Faisal Qasim, Head Of Information Technology, Jubilee Life Insurance
Zubair Mughal, Database Manager, Jubilee Life Insurance
Tahir Aziz - Chief Manager Software, Jubilee Life Insurance
Muhammad Khurram - Lead Programmer Analyst, Jubilee Life Insurance
Mia Urman, CEO, AuraPlayer
Gwen Edwards, EVP Business Development, AuraPlayer
Jackie Sullivan, Marketing Manager, AuraPlayer
Michael Ferrante, Principal Product Manager, Oracle Forms, Oracle