



## Ultra personalised Communication for an insurance company

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The objective of the new applications are to modernize existing documents, letters and templates to CCM platform which will be scalable and flexible to meet the changing business needs and generate real-time communications.

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### Business Challenge

The customer wanted to address production challenges which are impacts the production.

- Understand the architecture of the source system (Internal Product of the Customer).
- Extract inputs directly from SQL databases using Stored Procedures and System DSNs.
- Integrate CCM with SMS and Email Service Providers.

## In Numbers

- Around 30 applications were migrated to OpenText Exstream.
- Added another 100+ applications for batch and real-time.
- Live Editors were used to customize the content.
- Promotional and Transactional Emails were designed by containers.
- Integration with archival and Document Management Systems (DMS)

## AdventSys Solution

AdventSys solution offering included creating suite of applications that can address customer challenges.

- Documents/Letters were converted to Exstream.
- Email Templates were designed using Containers.
- PDFs were protected by Digital Signatures.
- Communications were logged into External Database to track the status with resending feature.
- Live Editors were used to allow business users to customize the content.
- Reusable components to improve the performance.

## Technologies Used



### LANGUAGE

VB Script



### PLATFORM

Windows



### DATABASE

MS SQL Server



### IDE

Open Text Exstream



### INTEGRATIONS

Command Center & Delivery Engine



### REPORT

MQ Series, SMTP and SFTP gateways

## Client Benefits

- Easy integration with Print, Email, SMS and Archival Channels.
- High Quality PDFs .

- Digital Signatures on PDFs to protect the communication Capability of transferring around 150,000 promotional emails in one hour.
- Communication Status Update and Tracking features in Reporting Tool.

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www.adventsys.in | [info\\_as@adventsys.in](mailto:info_as@adventsys.in) • Bangalore, India

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