

## Case Study



### About Prudential

Prudential Singapore is a wholly owned subsidiary of Prudential plc, UK. It is one of the top three life insurers in Singapore. The organisation is among the world's top retail financial products and services companies with over S\$360 billion of funds under its management.

Prudential has a huge customer base in Singapore and it launched an initiative to offer its customers the convenience of buying insurance online as well as other value added services like applying for a policy loan. This initiative will be carried out in the region in the near future.

### The e-Business Challenges

Prudential basically outsourced the hosting of the website to third-party vendor, but the current system was proving to be obsolete, slow and had many bugs which was affecting the performance of the website. The web site was basically a patch and code job done over a number of years, not very up-to-date and the number of visitors to the site was not very encouraging. Recognising the limitations of many portal software solutions, Prudential wanted more than just a static brochure ware. Instead, they wanted an intelligent portal that would ultimately be extended to their agents as a knowledge-based

network, and a platform for knowledge sharing and interaction between customers and agents in the future.

The challenge was to launch a quality portal that will provide the same level of personalized service as that of an insurance agent. With this objective in mind, Prudential's requirements included one-to-one marketing, customers' e-services, a new web design and easy navigation, within a short timeline of 10 weeks. More importantly, the portal should serve as a platform for future enhancements and integration to other websites, as well as be easy to use and maintain.

# intelligent portal that would ultimately be extended to the agents as a knowledge-based network

### The elipva Solution

elipva (formerly known as sttarfire.com) was selected because its professional and competent project management team offered a complete solution from design to implementation within the designated timeframe. To achieve Prudential's objective of personalized service and targeted marketing, the elipva portal application framework (epaf) was deployed as a foundation for the Prudential financial website. One of the modules of epaf, 'Customer Management'™ can attract, capture, track and retain customers using one-to-one marketing. All customised e-services are integrated seamlessly into the portal. The portal also offers profiling of the surfer's habits and this

feature allows Prudential to analyse the specific interests of its web users.

Mr Ho Ming Heng, Chief Operation Officer of Prudential Assurance Company Singapore (Pte) Limited sums it all "The key differentiation between elipva's product and other portal software is its ability to provide a ready-made, scalable and robust portal application framework that offers easy and simplified deployment while catering to future business needs."

**Mr Ho Ming Heng**  
Chief Operation Officer,  
Prudential Assurance Company Singapore (Pte) Limited.

### About elipva

elipva, a joint-venture and subsidiary of Singapore Technologies Telemedia, is a leading global integrated, intelligent and open standards based e-business portal software solution company that simplifies e-business innovation, implementation, management and evolution.

Through its strategic partners, elipva also offers end-to-end business consulting, systems integration services in design, development and deployment.

For more information, please visit  
[www.elipva.com](http://www.elipva.com) or email: [info@elipva.com](mailto:info@elipva.com)