



## OpenLegacy and Client Cases

Industry	Insurance	Insurance	Fianance	Insurance
Company	Shomera	Harel	Isracard	Shomera (2)
Business Challenge	<ul style="list-style-type: none"> <li>• Grow new customer acquisition</li> <li>• Integrate iSeries process for new Insurance Quote into quote comparison sites</li> <li>• Performance was key</li> </ul>	<ul style="list-style-type: none"> <li>• Increase agent productivity by improving web portal interface</li> <li>• Prohibitively long time to market for integrating zSeries processes</li> </ul>	<ul style="list-style-type: none"> <li>• Revamp consumer website to improve usability</li> <li>• Decrease TCO by reducing reliance on IBM middleware stack</li> </ul>	<ul style="list-style-type: none"> <li>• Increase conversion rate by letting agents produce quotes while visiting customers, on their mobile phones</li> </ul>
Solution	OpenLegacy Web Services and connection pool for optimized performance	OpenLegacy backend API platform	Solution is highly automated and based on REST API	A new set of REST APIs was built around both green screens and database tables
Results	<ul style="list-style-type: none"> <li>• New service is 10x faster</li> <li>• TCO reduced by 75%</li> </ul>	Time to market slashed from a month to two hours	<ul style="list-style-type: none"> <li>• Faster time to market compared to IBM products, resulting in increasing competitiveness and customer satisfaction</li> <li>• 10x faster response times</li> </ul>	<ul style="list-style-type: none"> <li>• Project took six weeks to complete</li> <li>• Initial signs of increased conversion, agent productivity, and customer satisfaction</li> </ul>
Host Environment	IBMi AS/400 Green Screens, RPG Database	IBMi AS/400 Green Screens, RPG	IBM Mainframe z/OS Green Screens, COBOL	IBMi AS/400 Green Screens, RPG Database
Target	Integration, REST APIs, Web Services	Web/Mobile, REST APIs	Mobile/Web, Integration API: REST APIs	Mobile/Tablet
OpenLegacy Solution used	OpenLegacy iSuite for web services	OpenLegacy iSuite for API	OpenLegacy zSuite for COBOL and API	OpenLegacy iSuite for API

# Insurance

## Harel Insurance:

Founded 1935, Harel Insurance Investments and Financial Services Ltd is one of Israel's largest financial institutions.

Launching a beautiful, cutting-edge web experience powered by iSeries core applications

AS/400 / iSeries Green Screens --> Web/Mobile, REST APIs

**Business challenge:** The company's digital and marketing teams had an innovative vision for a beautiful, cutting-edge user interface for the web agent portal, that will increase agent productivity and satisfaction. Fulfilling the vision required integrating dozens of iSeries business processes into the portal, involving a re-write of the underlying iSeries COBOL code in RPC architecture, and then coding the Java modules consuming the RPC service. Each service took a month to complete, making the project prohibitively long and expensive.

**Solution:** Harel adopted an API strategy selecting OpenLegacy's iSuite following an extensive POC, including a workload benchmark testing and a security survey conducted by Ernst & Young. OpenLegacy's decoupled API approach allowed Harel's UX and UI team the complete freedom to design any interface they can imagine, while the rapid automated API generation allows for deployment of new services in 2 hours instead of one month - without any changes to the underlying application code or infrastructure.

**Results:** Cost savings and faster time to market through a non-invasive, cloud-deployed solution.

Instead of re-writing COBOL code and changing application business logic -- a risky move which could have taken months -- OpenLegacy deployed several business processes into the web portal within days, without the need for changes or development work. Time to market for one service was slashed from one month to two hours. The cloud deployment meant that no new server resources were required on the company's side - contributing to the low costs of the project.

## Shomera Insurance Company Ltd.:

Shomera Insurance Company is an established player with strong presence in the auto insurance market.

AS/400 Green Screens, Database --> Mobile, Integration, REST APIs, Web Services

### Project 1: Grow new customer acquisition by opening legacy applications to the web

**Business challenge:** An established insurance company was losing thousands of opportunities to reach new customers every year, because their IBMi (AS400) application was not compatible with the browser-based applications that insurance comparison websites used to gather quotes.

**Solution:** OpenLegacy's unique connection pool technology enabled launching a fully-functional, high-performing, and reliable web service that delivered insurance quotes in 300 milliseconds – 10 times faster than the previous web service – all in just three days.

### Results:

- TCO reduced by 75%: The overall cost to develop the Web service was half that of the previous provider. In addition, development time with OpenLegacy is much faster, reducing the total TCO (Total Cost of Ownership) for Shomera by 75%.
- Shomera's web services are now included in all major insurance comparison sites in Israel. Because of the ability to be a responsive contributor to the competitive portal, and consumer "Click Through", Shomera now issues thousands of additional insurance quotes a day. This allows the company to remain competitive, and visible by playing where its customers - and competitors - are.

“Having the new OpenLegacy web service up and running within five days, after spending six months developing it with a competitor, was simply unbelievable,” said Ofer Chen, CIO, Shomera. “The fact that it’s also much faster, and the product is much less expensive, sealed the deal for us.”

### **Project 2: Increase agent productivity by letting them access core applications wherever they are**

**Business challenge:** Business challenge: While visiting customers, agents could not produce live quotes and instead had to slow down and often jeopardize the sales process, by needing to go back to the office green screen terminals. The company wanted to develop a new mobile application that connects to the backend system and allow the agent to engage the customer immediately.

**Solution:** A new set of REST APIs was built around both green screens and database tables. The entire project, including access to over 40 screens and business processes, 15 database tables, and an additional security layer to prevent unauthorized login attempts, took six weeks from beginning to deployment.

**Results:** Recently deployed, the project shows initial positive signs with agent productivity, customer engagement, and policy sign up rates all up considerably.

## Finance Services

### **Isracard:**

Israel’s largest credit cards company, representing Mastercard and American Express with over 4M cards issued.

### **75% reduction in cost using secure, high performance web services**

IBM Mainframe Green Screens, RPC --> Mobile/Web, Integration, REST APIs

**Business challenge:** In an effort to revamp the company’s consumer website and provide a multi-device access to its core applications, Isracard decided to develop 25 new digital services accessing the mainframe. Using the standard IBM technology stack (Websphere Message broker, CICS Transaction Gateway, HATS) The average time to create a single service from a COBOL program was estimated at a prohibitive six weeks.

**Solution:** A quick POC with OpenLegacy showed not only dramatic improvements in TTM (Time to Market) for developing new services, but also dramatic improvements in performance vs the old way with response times improving from 1-3 seconds to 180-250 milliseconds.

**Results:** Isracard was able to complete the entire project, including 25 services, in less than 4 weeks and is now expanding the project to include the IVR and CRM platforms.