

CASE STUDY



Sceneric and Simplyhealth implement a straight through processing (STP) system for a New Business system based on a Service Orientated Architecture (SOA).

Simplyhealth is a multi million pound health insurance group whose primary business is the provision of health cash plans, private medical insurance products and services to both individuals and corporate clients.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

THE CHALLENGE

Sceneric was engaged early in January 2008 to provide for Simplyhealth Enterprise Architecture consultancy and development resource to implement an Enterprise Service Bus (ESB).

Over the course of the project Sceneric has led Simplyhealth through a structured program to:

- Select a vendor for the ESB
- Document and communicate the Solution Architecture
- Create a framework library within Mule to allow services to be implemented easily and consistently
- Choose the correct mechanism for both new business and servicing transactions
- Create a reusable SOA framework in ATG based on the ATG Patchbay and Application Framework

THE SOLUTION

Mule was chosen as the ESB due to a number of factors including technology fit, popularity, features and price. With ATG already in place, the system was designed and implemented to cope with communication failures within the service providers and with the ESB itself.

About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software for the Financial Services industry. Sceneric delivers a seamless, compelling and valuable straight through processing experience to product providers using a broker distribution model. The company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit www.sceneric.com or call +44(0)8445 678 720

To do this, a secure JMS solution was implemented that ensures system integrity through transaction management, allows failed transactions to be automatically resent until completion and allows a clustered ATG environment run against the ESB, with messages correctly routed to production instances. The framework also ensures performance through the use of caching and security through numerous in-built mechanisms.



This approach ensures that reusable services are now being created within Simplyhealth to allow new functionality to be rolled out quickly, on a robust, secure and fast backbone.

A service catalogue has been created, and an internal education program put in place, to allow Simplyhealth's IT and 3rd party suppliers to understand what services are available, how to access them and the success criteria of using the services.

Jim Herbert, COO of Sceneric says: "The SOA implementation we have developed at Simplyhealth creates a firm foundation for a fast, secure and flexible system that will support Simplyhealth group with their future development, both on-line and in-house."

"Sceneric has been instrumental in providing quality solutions to help make the Simplyhealth E Business Strategy a reality. Sceneric will continue to work with Simplyhealth in provision of innovative solutions increasing high quality services that are personalised for each customer. This will improve customer satisfaction and loyalty leading to augmentation of sales and market share"

Mark Murphy
– eProgramme Manager

THE RESULT

Sceneric continues to work with Simplyhealth to implement other innovative solutions to improve the overall online offering. .