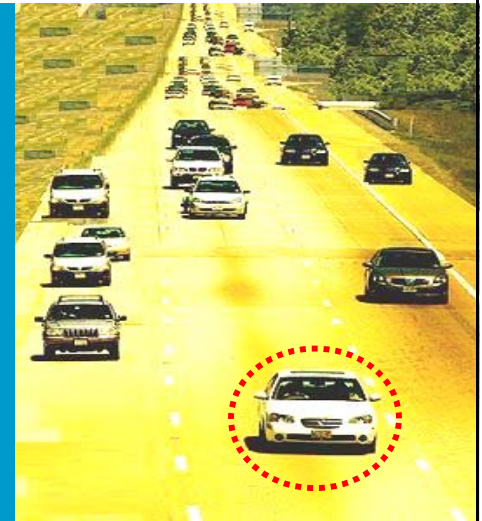*"The team-work and efficiency of software development teams at work in various projects at Maruti is exemplary."*

Rajesh Uppal General Manager (IT) Suzuki Motors

Leading the car insurance market with end-to-end enterprise Automobile Insurance System

A Maruti Case Study   **Enterprise Application**

Introduction

Our client Maruti Udyog Limited (MUL) has tied up with National Insurance Company, Bajaj Allianz, New India Assurance and Royal Sundaram to bring Maruti Insurance services to all its customers. They are providing a single window solution to meet all car insurance needs of their valued customers, and create value chain.

MUL as an organization very well understands the benefits of having Information Technology (IT) throughout their corporate structure to align the business goal with overall corporate goal. To achieve these overarching organizational objectives MUL invited Binary to provide necessary IT supports.

The Challenge

Consistent hassle free service is demand of the hour. It is more important than the glimpse of occasional brilliance every now and then. MUL was aware of the need of availability of IT services round the clock, to be able to provide better customer service.

So developing a secure, robust and scalable application was a big challenge on one hand, and providing a consistent service was even bigger challenge on the other hand.

Project Brief

Project:	Automobile Insurance System
Customer:	Maruti Udyog Ltd. (A division of Suzuki Motors)
Industry:	Automobile
Application:	B-2-B
Tools used:	MS SQL Server 2000, ASP, Dream-weaver, Visual InterDev, MS Visio, XML, ErWin
Platform:	Windows Server 2003
Project Scope:	Requirements Analysis, Prototyping, Design, Development, Testing and Implementation

The Solution

Binary provided a framework that seamlessly integrated MUL and their distribution and insurance partners, to enhance the availability of crucial customer information 24/7 across the network. The completely integrated web-enabled system ties all the departments of Maruti Insurance and provides a common platform for data exchange and retrieval.

The Benefit

With this application in place, MUL is scaling new heights in customer interfacing, business development and brand management.

Fig 1: Binary's Automobile Insurance Application Portal

Developed using Microsoft framework and technologies like: ASP, SQL Server, and XML, the application interacts with dealers at one-end and maruti insurance alliance partners at the other-end. To support the complete business operations Automobile Insurance System has following main modules:

- Insurance subsystem
- Claims subsystem
- Endorsement subsystem
- Cancellation and Refunds subsystem
- Accounting subsystem
- Report subsystems
- Masters subsystem
- General subsystem

The Benefit

Binary's Automobile Insurance solution formed the basis of service oriented business architecture of Maruti Insurance. Some of the key outlined benefits of the application are as follows:

- Hassle free, 24/7 availability of enterprise data
- Insurance Sales-cycle analysis
- Integration to back-office accounting system
- Seamless flow of information between corporate systems and remote dealers
- Real-time reporting and analysis
- Faster end-of-day settlements
- Scalability to accommodate future business growth