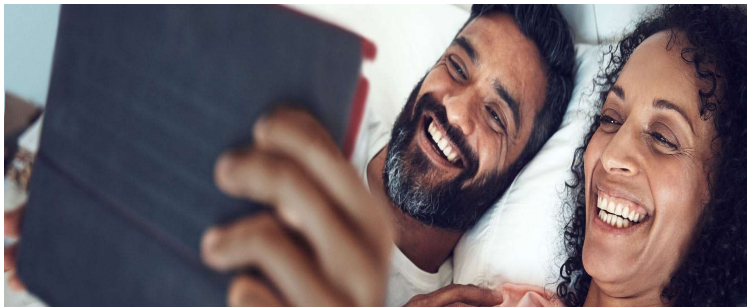


CASE STUDY: LIFE INSURANCE COMPANY

Modernize Customer engagement with Siebel to Service Cloud Migration Project



Business Overview

- One of the largest mutual life insurance companies in the US
- Biggest business units include both Group and Individual
- Based in NYC with over 8,000 employees



Business Challenges

- Legacy Siebel application with over 100 integrations unable to support the channels and needs of their customers
- Need to modernize the back office of various mainframes

Oracle Solution

ORACLE
SERVICE CLOUD

ORACLE
ORACLE KNOWLEDGE

- 18 Month Agile deployment for Group Phase 1 includes a co-exist model for both Siebel and Service Cloud. Phase 2 will retire the full Siebel application. Project also includes the use of Chat Bots!
- Future work also includes enhancements for the Individual side of business for an existing Service Cloud deployment by OCS.