



Eightwire automates the exchange of information between data systems. Trusted by governments and corporations around the world, it reduces the cost and risk of delivering analytics and collaboration programmes.

AMP Case Study

Eliminating legacy barriers to digital transformation

OVERVIEW

Founded almost 170 years ago, AMP is a leading wealth management company that Australians and New Zealanders know best for superannuation, life insurance, investment, and advice. Headquartered in Sydney, Australia, the company's reach spans the globe with operations in 11 countries. In 2017, AMP managed A\$ 188 billion for clients around the world.

CHALLENGE

Aiming to boost corporate effectiveness and support business growth, AMP was keen to undertake a digital transformation of its CRM and analytics capabilities – yet a dependency on legacy systems stood in the way of change.

SOLUTION

Eightwire overcame the gap between legacy technology and modern architecture by replacing outdated middleware with the Eightwire data exchange, enabling seamless transfer of data between legacy data stores and modern endpoints.

BENEFITS

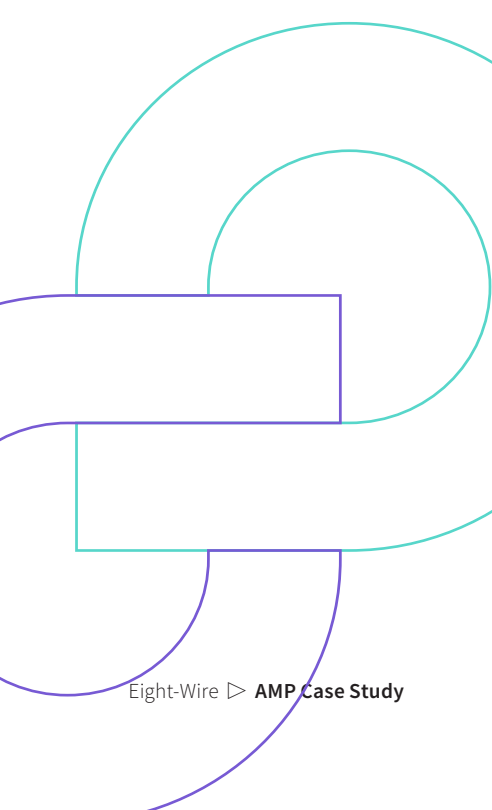
- 66% boost in efficiency for middleware replacement project
- Cuts data migration and ongoing population of CRM data to less than 2 months
- Dramatically accelerates digital transformation programme.

THE CHALLENGE FOR AMP

In the insurance and financial services sectors, staying ahead of the curve is essential to success. Competition in the industry is fierce – especially with the rise of new, agile contenders – and savvy customers will readily switch away from established brands if those companies do not continue to deliver the highest quality service on the market.

This is something that AMP knows particularly well. As the Australia-based financial services company continues to achieve strong growth – both domestically and internationally – it is committed to leveraging the latest technology innovations to maintain its high standards of service quality and efficiency.

As part of this strategy, AMP aimed to carry out a digital transformation



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of its CRM and analytics tools – migrating to cloud-based solutions and taking advantage of new, advanced functionalities. However, the company's existing technology systems could not support such a transformation.

A large, multinational business, AMP has considerable investment in mission-critical, legacy systems that it needs to maintain. The company relied on end-of-life middleware to exchange data between these legacy mainframes and its CRM solution – used by external brokers nationwide. This application was highly unwieldy and required large amounts of bespoke code to reformat and transfer the data. Given the effort needed to push data to new platforms, it would have been impossible for AMP to fully take advantage of any new, cloud-based solutions.

The relationship between code and data led to a major gap between legacy technology and modern architecture – holding back AMP's digital transformation efforts and imposing delays that threatened to impact the company's competitive edge. It became clear to AMP that, to maintain operational efficiency and service quality, it needed a better way to exchange data within its organization.

A SOLUTION TO BRIDGE TODAY AND YESTERDAY

AMP made the decision to shutter its legacy middleware application, and it set about looking for a technology partner that could offer a more modern and effective alternative.

Following success in the public sector, Eightwire came to AMP's attention as the ideal fit for this project. AMP engaged Eightwire to replace the ageing middleware and eliminate the reliance on bespoke code. The task was twofold, but both challenges shared a single solution: the Eightwire Data Exchange.

Eightwire installed an agent into AMP's data environment to connect to both legacy data stores and modern endpoints. As information is exported by the mainframes, the Eightwire exchange pulls it from each source, rebuilds the data to meet external requirements, then loads it into the destination system.

This exchange of data is almost entirely automated, rendering the legacy middleware and bespoke code redundant, and paving the way for AMP's digital transformation.

GAINING THE BENEFITS IMMEDIATELY

With the Eightwire solution in place, there is no longer any effort or delay involved in building and maintaining data feeds from legacy systems. AMP can seamlessly integrate modern applications with its existing architecture without building custom code, and without having to worry that slow data movement will undermine the investment in new technology.

Even before Eightwire's engagement was complete, the Data Exchange was already delivering considerable value.

With its legacy constraints gone, AMP no longer faces any barriers to digital transformation. The business is now able to accelerate its adoption of new technologies, starting with new CRM and analytics tools.

Cloud-based CRM will help AMP enhance its interactions with customers even further

through improved functionality and greater flexibility. While new analytics software will enable the company to leverage sophisticated predictive models – built with data fed directly from the mainframes – to achieve insight well beyond what has previously been possible.

Looking to the future, AMP is now perfectly positioned to implement new applications and solutions, and integrate them effortlessly with its legacy systems. It is better equipped than ever to stay ahead of the pack and continue delivering the highest quality service on the market.

ABOUT EIGHTWIRE

Eightwire can provide you with a single, secure data environment to link together all the people and information in your organisation – or link your business to another – automatically and hassle-free, all without changing your existing systems. To learn more about how Eightwire can help you become a Single Data Organisation, visit eight-wire.com or contact heya@eight-wire.com.

