Eliminating legacy barriers to digital transformation

CLIENT SNAPSHOT

AMP

Founded 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.

The Problem

AMP undertook a digital transformation of its CRM and analytics capabilities – yet a dependency on legacy systems stood in the way of change.

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 organisation.

The Approach

AMP 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 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.

With the Eightwire solution in place, data feeds from legacy systems are no longer a barrier to digital transformation.

A solution to bridge today and yesterday

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

To deliver this project, Eightwire's proprietary algorithms mapped data from 9 mainframe hosted systems to data schema. Eightwire's automation algorithms then processed data from the policy admin systems and transformed it to meet XML data structures. The entire service is easily managed by AMP with all data processing and security controls built into the Eightwire platform.

The Benefits

With Eightwire's automated data exchange, AMP no longer has delays in building and maintaining information exchange from policy administration systems. AMP can seamlessly integrate modern applications with its legacy architecture without custom code, and without having to worry that slow data movement will undermine the investment in new technology.

Major benefits to Eightwire's delivery for AMP include:

- 66% reduction in time to deliver a middleware replacement project
- 80% reduction in time to migrate customer data to a new CRM
- Leveraging a pre-built data exchange to deliver better analytics across the enterprise.

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. Over the horizon, technologies such as AI and machine learning are now possible with a single customer record that can be linked across the rest of the organisation.

Contact us at Eightwire
heya@eight-wire.com
www.eight-wire.com

eightwire™