

# Application Integration

## **The Client**

A global asset management company employing over 6000 people, with a presence in over 28 countries. The customer operates in the areas of investment management, distribution and shareholder service, managing and distributing over 240 products.

## **Executive Summary**

The objective of the integration was to improve customer service by providing a personalized web-based application.

## **Business Need**

The customer's effort to improve customer service involved the creation of a personalized web application with multi-channel access. The online application needed to be integrated with a back-office transfer agency application for commercial as well as non-commercial transactions -- e.g. registration.

## **The Solution**

MQ Series & web Services (SOAP/XML) was used for the integration of the web application with the back-end application. The mode of integration choice was dictated by the occurrence frequency of the event in the interaction life cycle of the customer, the required reliability in the interaction and the nature of data synchronization requirements-- real time, batch and one-way/two-way.

## **Benefits**

- Improved customer service
- Faster response
- Reduction in transaction costs