

PING AN DIVERSIFIES AND EXPANDS—FASTER—USING A SERVICE-ORIENTED ARCHITECTURE

Challenge

Ping An Insurance Group of China launches an “Olympic Project” to revamp its IT infrastructure so it can offer diversified services to an existing base of 40 million customers. The company sets a deadline of 2008 to take advantage of the tremendous business opportunities before and after the summer Olympic games in Beijing.

Solution

The company transforms its business using a Service-Oriented Architecture (SOA) based on the webMethods Enterprise Service Bus (ESB). Ping An is able to efficiently link 10 major application clusters to offer customers “one-stop shopping” in time for the summer Olympics and interconnect all lines of business to facilitate future growth.

Benefits

- 100,000 customers subscribe to new “One Account” service in first two months
- Cross-selling is easier, thanks to one integrated application platform
- Integration achieved 5-10 times faster than with tightly coupled point-to-point connections
- No additional costs incurred to fully interoperate with existing systems
- New IT infrastructure recognized at IDC’s Innovation Awards as one of the top-10 innovative IT solutions in Asia Pacific



Ping An is one of the largest and most profitable and most innovative insurance companies in the People’s Republic of China. Its objective is to become one of the leading integrated financial service providers in the world with core insurance, banking and asset management businesses that consistently delivers stable profit growth and shareholder return. The company has over 70,000 full-time employees and 315,000 insurance agents.

Get There Faster.™



“The improvement in enabling new data exchanges and new services has been five-fold and in some cases 10-fold.”

Henry Ma | IT Chief Architect | Ping An

One link to a world of services

“One World, One Dream” was the slogan of the Beijing 2008 Olympic Games. By the time those games got started, Ping An envisioned offering customers one view of all their accounts. Using the webMethods ESB and an SOA, Ping An achieved that dream!

“Our customers can sign up for the One Account service and then come to our site see all the accounts, products, policies that they’ve bought from Ping An, all in one place,” said Henry Ma, IT Chief Architect. “So it’s more like consolidated statement—but it’s very unique in China.”

The One Account service is one result of Ping An’s larger “IT Olympic Program.” The aim of this program: transform Ping An’s IT architecture to support the company’s expansion into a fully integrated financial services company.

“By the end of 2008, we wanted to be able to have an integrated application platform that could support the requirements from the different business lines,” Ma said.

To grow its banking and assets management businesses, Ping An planned to leverage its existing base of 40 million life-insurance customers. “In order to do that,” Ma explained, “we had to really link up our different business systems. And we definitely didn’t want to do it through a point-to-point kind of integration.”

Taking a ‘gold medal’ approach

Ping An decided on an ESB as “a standardized kind of infrastructure for all our different applications to park in and exchange information with each other,” Ma said. Using Software AG’s webMethods ESB in an SOA, IT at Ping An can ensure flexibility, enable rapid growth and provide fast, accurate and reliable new services.

In 2008, this new architecture was recognized at IDC’s Innovation Awards as one of the top-10 IT solutions in the Asia-Pacific region.

Software AG technology integrates and interoperates 10 major application clusters:

- Sales Support System
- Customer Services System
- Human Resources Management System
- Finance Management System
- Administration Management System
- Customer Relationship Management System
- Risk Management System
- Core Operation System
- Back-end Operation System
- Investment Management System

The solution also enables Ping An to optimize and fully interoperate with all of its existing systems, from Oracle database and ILOG’s Business Rules to various business intelligence software and application monitoring systems. This simplifies the re-use of assets across new implementations without additional costs.

The integration reduces the IT resources needed to maintain and retrieve critical information from various systems manually. Additionally, Ping An can integrate new solutions seamlessly from a centralized, modern and integrated development environment.

“The old architecture would have required much more development and management effort to derive the same result,” Ma said. The SOA enables “the end goal to be reached in a much faster and less arduous way. The improvement in enabling new data exchanges and new services has been five-fold and in some cases 10-fold.”

Thanks to an SOA, customer interactions are now more customer-centric. “All the customers in our different business units are being consolidated into one single customer repository,” Ma said. That’s a key differentiator. “We are able to actually look at that customer profile and see all their business relationships with our different subsidiaries in one single place.”

IT as a game-changer

Ping An is committed to using the latest technologies to become the world’s best-in-class integrated financial services provider. By moving to an SOA, IT has become a full “service-oriented organization” with the

flexibility and scalability to support the business needs of the entire Ping An Group, Ma said. “I think IT at Ping An is very privileged because our CEO and COO are very supportive of IT. They all view IT as a very strategic component to the whole business. So they were willing to really invest in strategic projects early on.”

Ma added: “Lots of companies have a vision. They say and write a lot. But in our case, it’s not just preaching that we do. We actually execute on it and we’re able to deliver results. So, for example, when I talk about the One Account service in China, we were probably the only one able to do that because we spent at least the last seven or eight years trying to build up the infrastructure to achieve this kind of goal.”

Business-focused IT, the right vision and the ability to execute on that vision are three key reasons why Ping An has one of the best IT organizations in China.

KEY COMPONENTS

webMethods Enterprise Service Bus

The webMethods ESB provides the backbone of the company’s SOA, enabling real-time data integration between applications.

ABOUT SOFTWARE AG

Software AG is the world’s largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve business results faster by modernizing, automating and improving their IT systems and processes to rapidly build measurable business value and meet changing business demands. Using our solutions, organizations are able to liberate and govern their data, systems, applications, processes and services – achieving new levels of business automation and transparency.

Our industry-leading product portfolio includes best-in-class solutions for managing data, developing and modernizing applications, enabling service oriented architecture, and improving business processes. By combining this proven technology with industry expertise and best practices, our customers improve and differentiate their businesses – faster.

Software AG – Get There Faster

© 2008 Software AG. All rights reserved. Software AG and all Software AG products are either trademarks or registered trademarks of Software AG. Other product and company names mentioned herein may be the trademarks of their respective owners.