

***automated***  
***workflow***  
Transforming the way people work

**IBM**

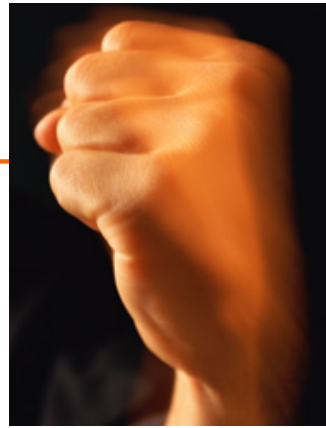


The story of a partnership spanning a dozen years

# Transforming Organisations... And The Way People Work, Using Key Enabling Technologies

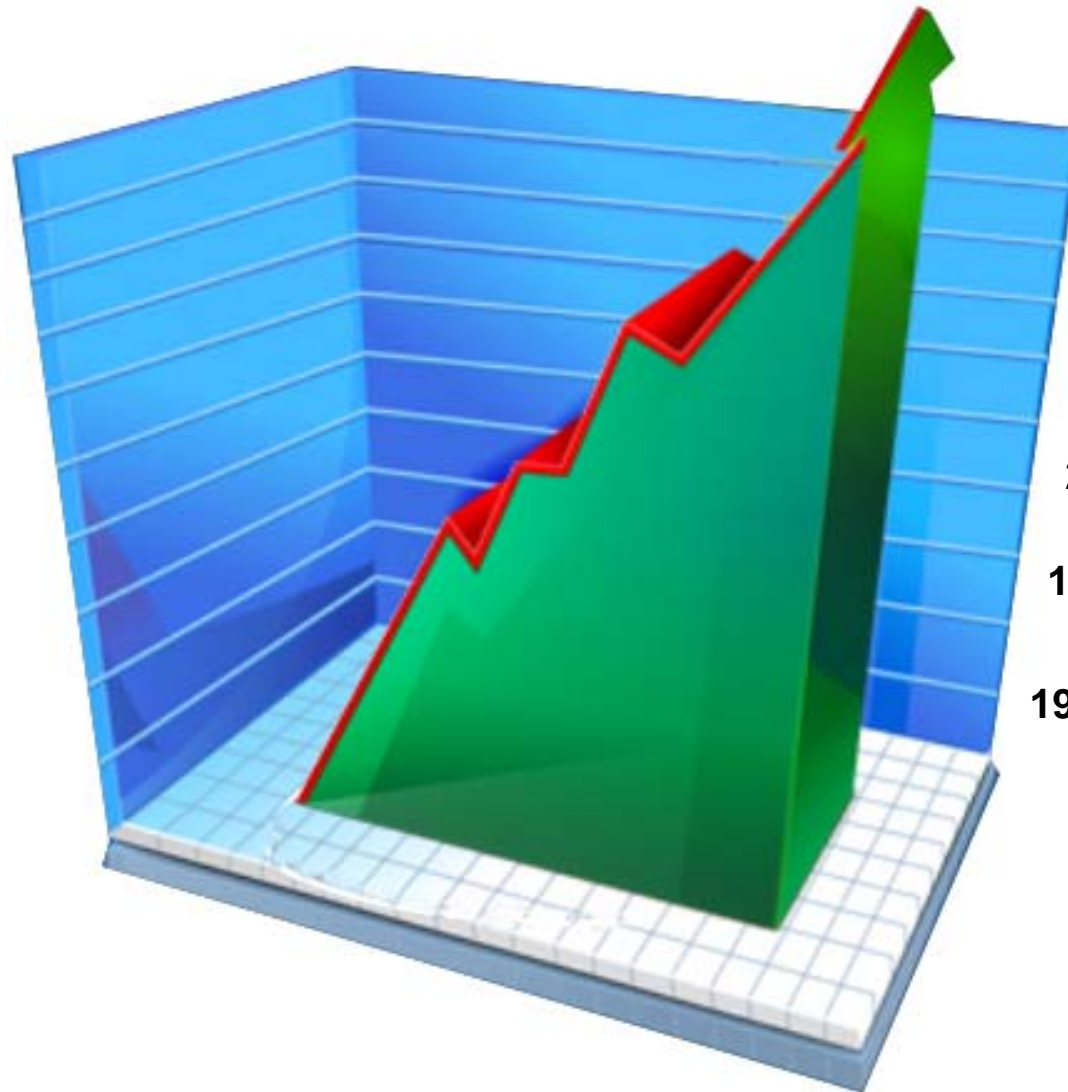


## Strength



### *A little on our Strength*

- ◆ Recognized as leaders for IBM based solutions in ECM and BPM practices
- ◆ Directors of the company together have 100+ man years of industry knowledge & experience
- ◆ CTO has co-authored two Redbooks with IBM
- ◆ Beta partners for IBM products
- ◆ High Domain understanding in Financial Services, Insurance and Government sectors.



- 2007** IBM CTO Innovation Award
- 2005** Foot Print in US, UK & EMEA through partners
- 2003** Product Consolidation DotSphere
- 2001** Implemented one of the largest workflow solutions
- 1998** Implemented the first Enterprise Document Management solution
- 1996** Establishment of AWPL

Since inception AWPL has had a close partnership with IBM, jointly realising significant growth in the BPM & ECM space.

## So what do we have to Offer?

- ◆ **Understand ECM & BPM Technologies very well.**
  - We live, breathe ECM & BPM. With passion. Our customers will vouch for it.
  - Two Time Beacon Award Winner
  - Sit on IBM Technical Advisory Council
  
- ◆ **Understand customers' business perspectives**
  - Designed, consulted & then implemented 3 of the world's largest workflow solutions spanning across the organization
  - Consulted with Arthur Andersen, Tata's, Prudentials, HSBC... understand the business viewpoint from their perspectives
  - Nearly every customer is our active reference. And is a delighted reference.
  
- ◆ **Excellent Products to offer in the ECM & BPM domain**
  - DotSphere Process Manager, DotSphere Capture, DotSphere Nano
  - Domain processes – Insurance, Banks, Horizontals like Accounts Payables etc.
  
- ◆ **Services – 130+ handpicked resources focused on ECM & BPM**

## PARTNERS

*They represent us in various countries*

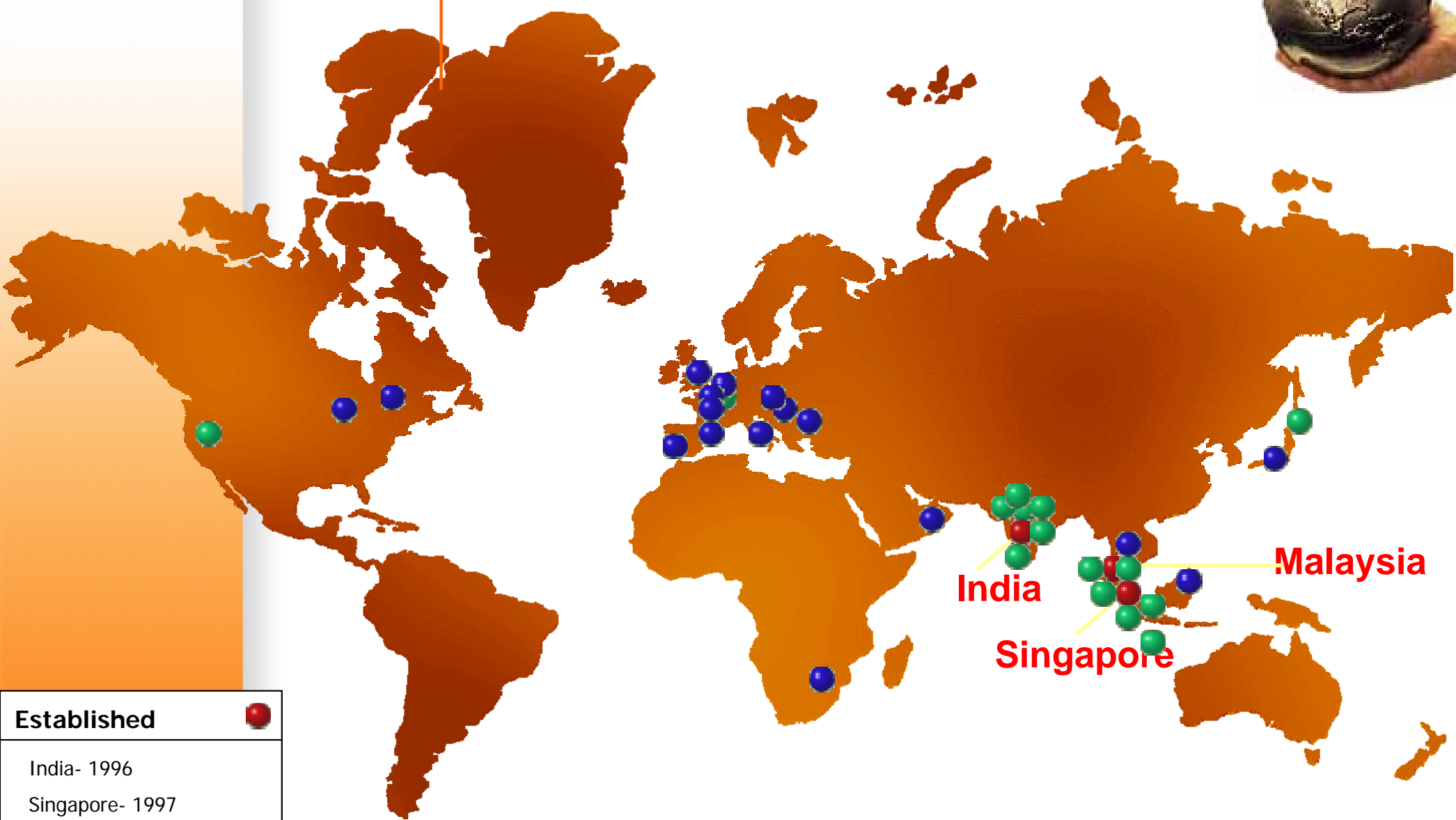


## Our Strategic Partner Speaks

### *IBMer's Speak*

- ◆ I really and truly believe that DotSphere can make a huge impact on driving sales of CM.....The analogy is hand-written books and the arrival of the printing press that revolutionized printing...
  - **Salvatore Vella, WW Director CM Development, IBM**
- ◆ I'm convinced that your solutions, based on WMQWF and CM, are a winner in the marketplace, also your DotSphere family is going to make a revolution, it is going to be a big hit in the market.....
  - **Michael Scheible, WW Manager, BPS Development**
- ◆ ..... I can always count on them to deliver what the customer needs and to support IBM's objectives in a clear and concise manner..
  - **Jerry Jones, IBM World Wide Sales, ECM**
- ◆ .....produced results that far exceeded our business plans and have contributed greatly to IBM's market leadership in the Content Management space.....
  - **David S Walker, WW Manager CM Sales & Support, IBM Software**

# Customers have taken us to places



<b>Established</b>	
India- 1996	
Singapore- 1997	
Malaysia- 2000	
<b>Implementations</b>	
<b>Partners</b>	

# The Automated Workflow (AWPL) Experience



We have been growing at a compounded rate of more than 30% over the past 10 years - Prudential Malaysia CEO Ng Keng Hooi

TUESDAY 18 February 2003

## Dynamic growth again for Prudential

BY LEANOS FERNANDEZ

PRUDENTIAL Assurance Malaysia Bhd, considered by many in the life insurance industry as the fastest growing insurer in terms of new business is holding up well, going by its latest record-breaking sales performance.

Corporate results of the Britain-based company for the FY2002 showed it had registered more than RM333mil in terms of new business (annualised premium) for the full year, due in large part to a dynamic and rapidly growing agency force.

Its chief executive officer Ng Keng Hooi said in an interview that this meant the company had gained a 42% increase over the FY2001 period (RM234mil), a development he pointed out meant only one thing - the path is now clear for greater business expansion.

"Our consistent year-on-year growth rates have proven that expansion has become more of a norm rather than an exception, motivating the agency force to scale greater heights in the coming years," he said.

The growth rates also proved that in so far as new business was concerned, the company has also managed to achieve a 30% above-the-industry performance level for annualised premiums, which stands at 12% (for the first nine months of FY2002).

"We have been growing at a compounded rate of more than 30% over the past 10 years, but last year the growth of 42% was especially impressive, given the very difficult operating environment. The last time we saw an even higher growth rate was seven years ago when we grew by 78%," Ng said.

There are two types of life insurance premiums generally included in a life player's year-on-year financial report, namely annual premium - which is the principal component - and single premium, which is sold mainly for investment purposes.

According to Ng, a US-trained qualified actuary, the difference (in importance and impact on company business results) between the two components becomes evident when seen within the context of revenue and profitability over the longer term.

The quantum achieved in terms of annual premium business is much more "preponderant" because it is a more regular and fixed revenue for a life player, unlike that secured from single premium, which is a one-off payment made by a policyholder.



"For this reason, in most markets, new business performance is measured by annualised premium equivalent (APE), which is the sum of 100% of annual premium sales and 10% of single premium sales. We hope the APE benchmark will be more frequently used in the local market to provide greater transparency for performance and be a more consistent basis for the purpose of business comparison between companies," Ng said.

On the much improved business results, Ng said there were many contributing factors, but the single most important one was the "critical role of the agency force."

"Much of what we have managed to achieve could not have taken place without the hard work, expertise and talents of our agents in both Peninsular and East Malaysia," he said.

Elaborating further, he said, there was a 20% increase in agency productivity in the specific

ambit of improved sales and productivity. Prudential Malaysia Bhd also for FY2002 produced a record RM1,000,000 worth of sales in Sabah and Sarawak. The company also recruited more than 2,000 new agents, 25% of whom were university students and diploma holders from both local and foreign institutions of higher learning. Ng said the company was also mindful of its equally important role in the market who are "not just a number" and that it would be just a matter of time before a neck-and-neck scenario emerged. To ensure it stays well ahead of its competitors, the company has taken a number of proactive measures to continue to upgrade the agency force and push for productivity even higher, and to continue the big jump in business, it recently implemented a state-of-the-art imaging and workflow system costing nearly RM10mil.

"The systems in place have transformed our previous form of business processing into a completely new and highly automated operation. What we now have is a paperless and cost-efficient working environment,"

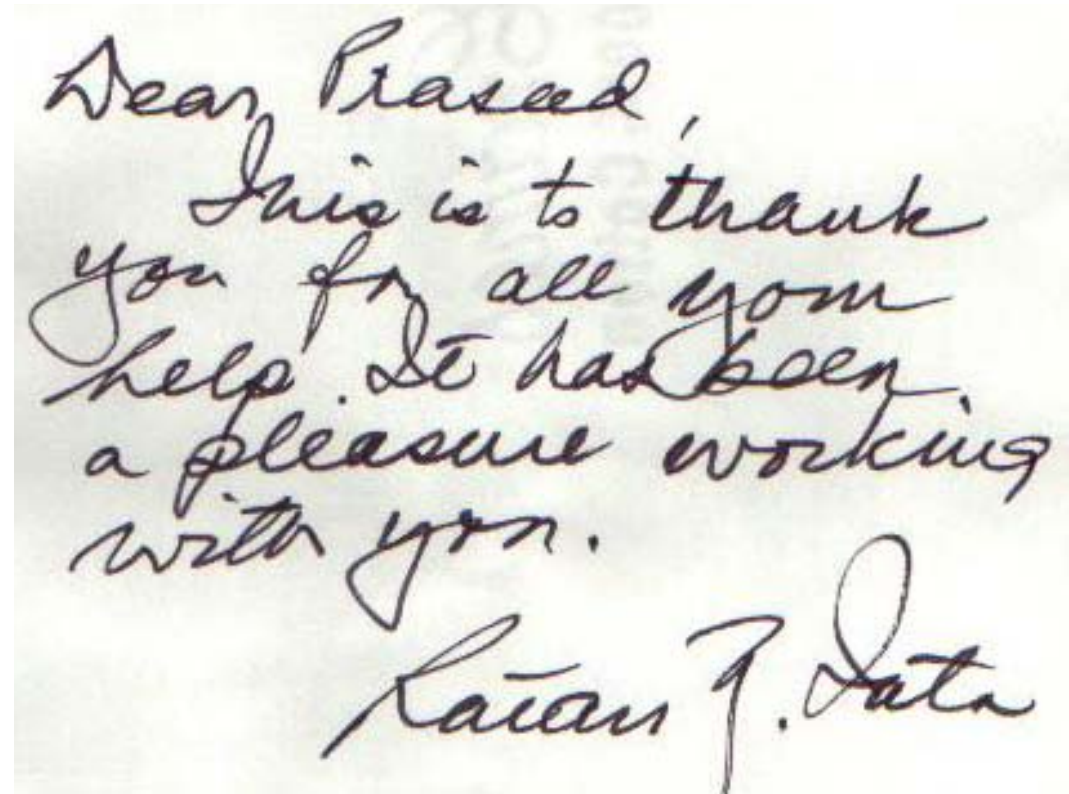
"The systems in place have transformed our previous form of business processing into a completely new and highly automated operation. What we now have is a paperless and cost-efficient working environment," Ng said. The latest results confirm two of the most vital aspects of the company's corporate progress - namely the speedy pace at which Prudential has been growing, and its gradual transformation into a "magnet" for many young and enterprising entrants seeking a professional career in the life business.

The solution provided by AWPL addresses end-to-end -all requirements at OM Kotak Mahindra Life Insurance - right from the point of document capture to the case (Task) completion.

*“AWPL clearly demonstrated how we can enrich our client experience with Insure.Sphere - A true BPM Solution using Best-Of-Breed Workflow and Content Management Tools to provide operational efficiencies. Their ability to understand our needs and quickly develop and implement specialized applications and solutions made them the obvious choice to address the ever changing business dynamics.”*

***Nihar Rao - Chief Technology Officer***

Our implementation effectively manages all the information at the office of Mr. Ratan Tata, Chairman of TATA Group office, this allows Mr. Tata and his TEAM to have all the information at their finger tips.



Dear Prasad,  
This is to thank you for all your help. It has been a pleasure working with you.  
Ratan J. Tata

Appreciation Letter From Mr. Ratan Tata

## Delighted Customers Speak...

- ◆ ...are very well regarded professionally in the field of Workflow Automation. They are customer-centric and through the engagement have always displayed great professional integrity.....

**Nihar Rao, Chief of Technology, K M Old Mutual Life Insurance**

- ◆ ... AWPL, has been consistent in its focus in this field .... we are considering using their products at different locations this year....

**Amy Hoe, Regional IT Director, AVIVA Asia**

- ◆ ....provided us an opportunity to look at Enterprise Process Management, and thus transforming the way work would get done....

**Deepak Satwalekar, Chief Executive Officer, HDFC Standard Life**

- ◆ On the Sales and Marketing side - From Lead Generation to closure
  - ◆ **Uncovering and winning new opportunities**
  - ◆ **Expanding Industry Coverage**
  - ◆ **Participating in Demand generation and Advertising activities**
    - ◆ Joint advertising
    - ◆ Joint seminars
    - ◆ Joint campaigns
    - ◆ Several Joint sales calls
    - ◆ Architecture and Sizing validation
- ◆ End to End Partnership assistance

- ◆ On the Technology Side
  - ◆ Introductions to new technologies from IBM
  - ◆ Skills development and training
  - ◆ Enablement of our products on IBM platforms
  - ◆ Certification with Key emerging technologies
  - ◆ Loaner programs for Servers otherwise unavailable to us
  - ◆ Load Testing and validation on large servers

- ◆ Keep up the good work!
- ◆ We are sure that with time, we will only see better innovations – some suggestions:
  - ◆ Solution show cases
  - ◆ Customer walk through areas
  - ◆ Industry specific domain assistance and expertise
  - ◆ Even greater strategic link-up with the new initiatives and thrust areas for each pillar

Thank You



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