

**Sunil Rawlani, CIO on HDFC SL's Financial Consultant tool  
PCQuest, May 7, 2008**

**HDFC Standard Life Insurance: Consultant Corner  
PCQuest, May 07, 2008**

This application empowers multiple business segments with timely and accurate repository of information and functionalities.

To empower the Financial Consultants, HDFCSL has to provide them with up-to-date information with respect to their customers, proposals, leads, etc and ensure that the Senior management too has access to all relevant sales data to monitor the sales process effectively. Through this application, which is an Internet-based service, the organization has centralized control over a vast geographical spread for key business units such as Inventory, Training, Licensing, etc. It has helped HDFCSL streamline and optimize the sales operation within. It has been able to drive greater productivity and cost savings as it transforms and streamlines processes that interlink various business groups within the org (B2B) as well as third party vendors (B2E). Hierarchy Based Reporting provides end users with the facility to drill down to the lowest level of sales hierarchy in a matter of clicks. The Scalable Architecture of the app ensures that new modules, functionalities, etc can be added onto the system as per business needs. The organization is planning to enhance it by integrating with interactive IVR, Web 2.0 technologies like Mash-up, Composite applications.

**Project Specs**



**Sunil Rawlani**  
Chief  
Information  
Officer

**Deployment Location:**

Web based, hence accessible from anywhere

**Tech Used:**

**Hardware:** Dell PowerEdge Series Servers for Web server and DB, A.NetApp based FAS

**Software:** Frontend: ASP .Net 2.0, Flash, Captivate, Oracle 10G.Database, OS: Windows 2003 Server HTML to PDF Convertor, PDF 995, Synaptris Intelliview reporting tool

**Services and support utilized**

SMS services, ACL Wireless

**Expected life:** Till 2010

**Implementation Partner**

Dr. Paresh Paul, Mphasis