

# NEED FOR TODAY & NECESSITY FOR TOMORROW



The business is deploying new systems such as Banking system, Credit card system, RDBMS, business applications such as CRM or ERP, data warehouses, etc. In most of the cases, irrespective of whether these systems are based on “traditional” commercial software products or Open Source solutions, they are likely to be deployed in a heterogeneous environment made up of both traditional and Open Source solutions.

Any change in business process, introduction of new channels and products, may require new systems or processes to handle these new requirements.

Deployment of a new system in an enterprise information application will require it to interoperate, in one form or another, with a number of other applications or databases.

## Industry Challenges

- ⇒ Industry Globalization and Expansion
- ⇒ Market Consolidation
- ⇒ Innovative and Informative Market
- ⇒ Competitive in Sales, Service and marketing
- ⇒ Regulatory Body Constraint
- ⇒ Introduction of New Players
- ⇒ Demanding Customer

We see organizations shifting focus from multiple systems, which cover most, if not all, various products, distribution and service channels, and customer segments towards value network components which are focused on service oriented architecture and comprehensive customer segment. It allows for a greater variety of strategies and business models, which have to be adapted more frequently due to increased market dynamics and due to changes induced by accelerating innovations in products and channels.

The flexibility, service orientation and interoperability of these systems needs to guarantee the consistency of data and adaptability for new business process and channels. Very few organizations can afford the luxury of re-designing their entire information system.

Zven AttunServ Integrator addresses various frequently changing business processes that include channel introduction and data integration requirements.

your partner  
for success

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AttunServ not only aligns your overall business strategy to your IT strategy but also enables you to imbibe any futuristic deployment of new systems and channels in your enterprise information system and addresses various frequently changing business processes that include channel introduction and data integration requirements.

## ADVANTAGES

- ◆ Reduce the time-to-market of new products and enable effective Availability of a range of financial products and services .
- ◆ Minimize threats to revenues and market position by developing strategies to counter those of the current and future competitors.
- ◆ Secure customer loyalty by understanding how services integration is an essential facet in improving customer satisfaction.
- ◆ Increase revenue and margins by implementing an integrated marketing campaigns with target specific audience segments by cross selling.
- ◆ Ability to re-use the services across multiple front end applications with common business logic.
- ◆ 360 degree view of the customer and same to the customer with single sign-on.
- ◆ Integration of multiple applications with common interfaces and ability to benefit on the technology platforms.

## BUSINESS NEED

- Scalability and High availability
- Unified multi channel Strategy
- Unified, Central Customer Mgmt
- Agile System
- Customer Support & Services

## Features At a Glance

- ▶ **Service oriented architecture, high emphasis on Functional aspects.**
- ▶ **An integrated next generation CRM platform, to make integration customer oriented for the client form the beginning.**
- ▶ **Plug 'n' Play UI for introducing new services with ease.**
- ▶ **An out of the box reporting tool to create and manage the reports for administrative and functional purpose.**
- ▶ **A highly evolved mobile platform to seamlessly integrate all the services provided by the organization with the mobile systems.**
- ▶ **Technology treated as enabler rather than provider of the functionality.**
- ▶ **Independence of the systems**
- ▶ **A monitoring framework to support the real time monitoring of the applications.**
- ▶ **Dedicated Support for functional enhancement, core product, releases etc.**

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