



## Success Brief

### Intel® Xeon® Processor

Financial Services

Technology Upgrade



**“The use of 64-bit dual-core Intel® Xeon® processors provides Thai Insurance with superior computing power as well as backward-compatible 64-bit capabilities that are especially useful for software deployment.”**

Soodjarit Yooktajarong  
Acting Vice-President, Business Development and Information Technology Department  
Vice-President, CRM Office and Operations Department  
The Thai Insurance Plc.

# Insuring for Future Growth with Intel® Technology-based Solutions

## Fast-Growing Thai Insurance Keeps Abreast of Latest Technologies

The Thai Insurance Plc. has been basking in the new glow of its significantly more efficient workflow, as its operations hum to the influx of growing insurance policies.

Facilitated in no small part by its new mission-critical IT infrastructure, Thai Insurance can now continue to focus on business expansion and growth without having to continually turn its attention to backend operations.

### Powerful, Flexible, Affordable

Thai Insurance was established in 1938. Over the past three years, the company has achieved a double-digit growth rate that was higher than the industry growth at 10 percent per annum.

However, rapid business growth and significant company size demands a rigorous approach to managing business operations for sustainable operations, and Thai Insurance is no stranger to positive change.

In accommodating the increasing demand of insurance policies, company re-branding and organizational restructuring, Thai Insurance had introduced a “Business Process Improvement” program that aimed to achieve a more effective performance-tracking process.

By identifying key business areas, Thai Insurance realized it could benefit significantly from a less costly, time-consuming, and paper-intensive workflow.

“What we needed were solutions that deliver additional levels of performance, power-efficiency, and reliability to help our business improve the efficiency and responsiveness of our server infrastructure, significantly honing our competitive advantage and aiding business momentum,” says Thai Insurance’s acting vice-president Soodjarit Yooktajarong.

Turning to Intel and Microsoft, Thai Insurance evaluated the merits of server migration and laid down the foundation for the upgrading of its business computing environment.

### Measures of Success

- Nine HP servers running on the new 64-bit dual-core Intel® Xeon® processors<sup>1</sup> form the backbone infrastructure of Thai Insurance’s server network.
- Microsoft Windows Server\* 2003 and Microsoft SQL Server\* 2005 form the software platform for efficient software applications deployment.
- COACH 5\*, a complete People Performance Management (PPM) solution based on Microsoft ASP.NET\* and .NET Framework\* 2.0 developed with Microsoft Visual Studio\* 2005, was deployed to provide critical key performance indices for the company.

### Intel® platform delivers exceptional value for Thai Insurance

Intrinsic to its move to transform its work processes are Thai Insurance’s plans to move its core technology over to Intel® technology-based architecture. The migration from RISC-based servers to HP servers based on Intel® Xeon® processors allows Thai Insurance to realize significant cost savings in the long run due to an expedited deployment time.



In addition, the decision for Thai Insurance to transition from its centralized RISC-based server system to the decentralized Intel technology-based server platform is based on the increasing popularity of Windows\*-based server applications while long-term maintenance efforts for Intel technology-based server platforms are much lower than other platforms.

"With strong brand name recognition for both Intel and Microsoft in Thailand, Thai Insurance is confident of continuous support from both industry leaders. And in a server market where cost differences are negligible, Intel, with over 90 percent of server and desktop market share in Thailand, is an obvious choice where platforms investment is concerned," says Soodjarit.

Thai Insurance worked with Microsoft Gold Certified Partner Puumsoft Company Limited, to deploy COACH 5\*, a complete PPM solution based on Microsoft ASP.NET\* and .NET Framework\* 2.0.

Thai Insurance also realized the full benefits of 64-bit dual-core Intel technology with Microsoft Windows Server\* 2003 and Microsoft SQL Server\* 2005, allowing for improved functionality and performance, infrastructure consolidation, increased scalability, and simplified upgrading across all computing applications.

With the system in place, Thai Insurance is now able to improve communications between the corporate office and field agents.

This provides digital, paperless data on the performance metrics of each staff for analysis by members of the human resources team, corporate planner, and senior management.

The improved performance capabilities of Intel® dual-core technology also reduce data processing time, with significant improvements in Thai Insurance's ability to access and measure critical success factor business metrics against predetermined goals.

Thai Insurance has effectively insured itself against performance bottlenecks in its workflow with the deployment of Intel technology-based platform solutions.

With this series of strategically placed technology investments, Thai Insurance is confident of consolidating its foothold in Thailand's competitive insurance industry.

### Return on Investment

- Reduced deployment time of only three months and the ease of deployment cut Thai Insurance's operations downtime, allowing for a smooth and hassle-free transition from RISC platforms to Intel® architecture.
- The scalability of Intel® architecture offers Thai Insurance the flexibility to upgrade its server platforms according to its business needs.
- Thai Insurance realized positive returns with powerful and affordable Intel® technology-based solutions.

Source: The Thai Insurance Plc.



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<sup>1</sup> 64-bit Intel® Xeon® processors with Intel® EM64T requires a computer system with a processor, chipset, BIOS, OS, device drivers and applications enabled for Intel EM64T. Processor will not operate (including 32-bit operation) without an Intel EM64T-enabled BIOS. Performance will vary depending on your hardware and software configurations. Intel EM64T-enabled OS, BIOS, device drivers and applications may not be available. Check with your vendor for more information. Performance will vary depending on the specific hardware and software you use. See most up to date benchmarks at <http://www.intel.com/products/benchmarks/server/index.htm> for detailed information.

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