



Improving Customer Experience with Field-deployed Mainframe Applications

Case Study

Topdanmark
Forsikring · Pension



mainframe to .NET



Agents can now calculate insurance premiums while they are face-to-face with the customer, avoiding interruptions and delays in the sales process.

The Customer

Topdanmark is Denmark's second largest insurance company. With a market share of 17% in non-life insurance and 8% in life insurance, they have a very large customer base of about 500,000 households and 100,000 SME and agricultural customers. Topdanmark's focus is to provide the best customer experience in the Danish market and this has been recognized:

"Customers frequently note that they feel listened to and understood when dealing with Topdanmark and its employees."

— KPMG analysis: Shaping the future of customer experience 2018.

The Problem

Topdanmark's field agents are equipped with a laptop PC with an application developed in Prolog. This application helps them in their discussions with customers and prospects and with the collection of information required to provide insurance quotes. The algorithms to calculate insurance premiums are developed and maintained in PL/I on the mainframe. In order to not require field agents to connect to the mainframe system to provide quotes, a continued support for decentralised PL/I runtime was needed, as an interruption of this sales process could lead to lower sales conversion rates.

The Solution

Topdanmark used the Raincode PL/I compiler for .NET to recompile its existing mainframe business logic and deploy these algorithms on the laptop PCs of their agents. The integration of the native Prolog environment with the .NET environment was achieved with an interface written in C++.

The business logic is continuously developed and maintained in PL/I on the mainframe, and is still used in its original form.

New releases of the software can simply be recompiled and deployed on the portable PC's carried by Topdanmark's agents.

The Result

Empowered employees.

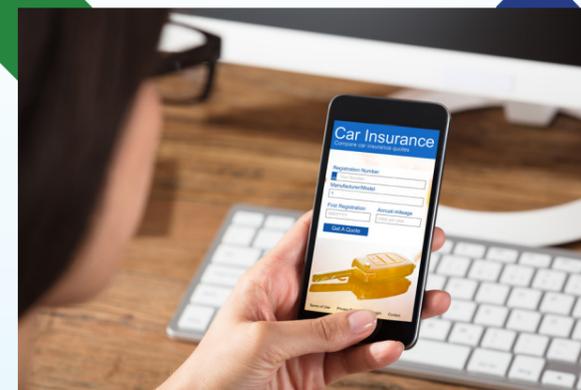
Topdanmark's agents can easily calculate insurance premiums while they are face-to-face with the customer, avoiding interruptions and delays in the sales process.

Improved customer experience. Fast, on-demand premium calculations have resulted in a greatly improved user and customer experience.

Optimized operations. With the Raincode PL/I compiler, Topdanmark is able to recompile its existing mainframe business logic and integrate it with the .NET environment, allowing them to leverage the valuable mainframe application they've been developing for years, while developing important new functionalities that increase the value and efficacy of their business.

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Fast, on-demand premium calculations have resulted in a greatly improved customer experience.

The Raincode PL/I compiler allows seamless integration of mainframe business logic with Microsoft .NET.

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Mainframe to .NET and Azure