

Ascendant Technology Delivers Aviva Advisor Portal



Ascendant Technology (Atech) is pleased to announce the launch of Aviva's new Adviser Portal, timed to support the global rebranding of Norwich Union to Aviva. The success of the project is down to the skill, dedication and hard work of the joint Atech-Aviva team and we would like to use this opportunity to congratulate all of them on their fantastic achievement.

The Adviser Portal project is one of the core elements of the challenging and exciting business transformation that Aviva is undergoing right now. Everyone will have seen the TV adverts which are part of a major re-branding campaign, but this is really just the tip of the iceberg... Aviva is transforming itself into a radically different business.

"The Adviser Portal is a key strategic programme for Aviva. The initial launch on the 1st June was a major milestone, and the first step on a journey which will transform our e-commerce offering to Advisers. The feedback so far has been excellent, and reflects the great efforts from both the Aviva and Open Logic projects teams. I have been impressed with Open Logic's depth of technical expertise across the Websphere product set, coupled with a strong delivery focus. I think this has been a key element in our success so far". – Andrew Dixon – Head of Delivery, Aviva Life

About the Adviser Portal

The Adviser Portal replaces the existing Adviser Sales Centre to present a service-centric interface, allowing advisers to easily manage their business with Aviva and their client's investment portfolios.

On the 1st June, Phase 1 of the portal was launched that includes:

- A new and intuitive Adviser experience for accessing key Aviva information
- Access to detailed product information across the Aviva Life product set
- Access to fund selection tools, allowing Advisers to search for Aviva funds by Product, view fund fact sheets and analyse fund performance over time against key indices
- Access to a library of PDF documentation regularly used by Advisers
- Access to the latest Aviva news and insights
- A Web Content Management solution to allow internal users to manage and maintain content, and ultimately take advantage of this new and exciting channel

Later in the year, Phase 2 of the Portal will be launched which includes:

- Access to "My Clients" functionality, allowing Advisers to search across their client base, and review their client portfolios (policy information, transaction history, valuations etc.)
- Access to new business functionality, allowing Advisers to Quote and Apply for Aviva products online
- Access to tracking functionality, to allow Advisers to track the progress of new business that they have submitted for their clients
- Access to new reporting functionality, allowing Advisers to customise reports for their clients.
- An enhanced registration and security model
- A new MI Framework

More services are planned, and the Adviser Portal provides the platform to deliver them. The Adviser Portal is built using products from IBM's extensive product portfolio, including WebSphere Portal, Lotus Web Content Management, WebSphere ESB, and Tivoli Access Manager. Open Logic is immensely proud to have been selected as the implementation partner for the Adviser Portal interface, and have established an excellent reputation for delivery within the programme.

Just seven months from starting the project in November 2009, the first phase of Adviser Portal went live on-time to coincide with the rebranding of Norwich Union to Aviva.