



Sun Life automates client tracking and screening for its Bermuda operation

INFORMATION

Location: Waterloo, ON
 Web site: www.sunlife.ca
 Industry: Financial Services

CHALLENGE

Develop and implement a system that captures insurance policy data and client case information for screening against an anti-money laundering database and that produces on-demand and predefined reports

SOLUTION

Affinity Systems created a web-based application entry system that allows Sun Life staff the ability to screen for potential money laundering activity and offers flexible ad hoc reporting capabilities. The system uses roles-based permissioning to control access to sensitive data, and provides duplicate check functionality to detect against applicants using aliases or other fraud tactics.

TECHNOLOGIES

- .NET Framework 4.0
- SQL Server 2008
- SSIS (SQL Server Integration Services)
- ASP .NET MVC 2.0
- MS SQL Report Builder 2.0
- SSO (Single Sign-On via Siteminder Authentication)

Sun Life Financial is a leading international financial services organization providing a wide range of wealth accumulation and protection products and services to individuals and corporate customers. Tracing its roots back to 1871, Sun Life and its partners today have operations in key markets world-wide, including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India and Bermuda.

Sun Life Bermuda needed to establish a central repository of client data and information about their Annuities and Life business applications. This repository would be used to feed the Anti Money Laundering (AML) process and to generate reports about the quality and volume of sales for certain client types such as Financial Planners, Brokers, etc.

Affinity Systems was approached by Sun Life to design and develop a system to capture insurance policy application data and client case information to be used as a repository for screening against AML systems and for producing on-demand and predefined reports.

“ We were looking for a creative and usable database solution to our front end client data gathering processes. Affinity helped us realize this by first providing excellent mock-ups, then delivering a user friendly, working .NET application from these mock-ups.”

— Jeremy Neuringer
 Sun Life



BENEFITS

- integration with Sun Life's single sign-on Siteminder technology
- ability to screen for potential money laundering activity
- sophisticated business logic to identify relationships of up to five degrees of separation between entities, to detect potential fraudulent activity
- robust search capabilities including "sounds-like" functionality, to minimize data entry of duplicate entries
- roles-based permissioning, to control access to sensitive data
- flexible ad hoc reporting capabilities
- ability to track sales of policies across various lines of business
- variety of robust administrative features
- can be used in various Sun Life locations
- scalable solution that can grow with the expansion of Sun Life's business

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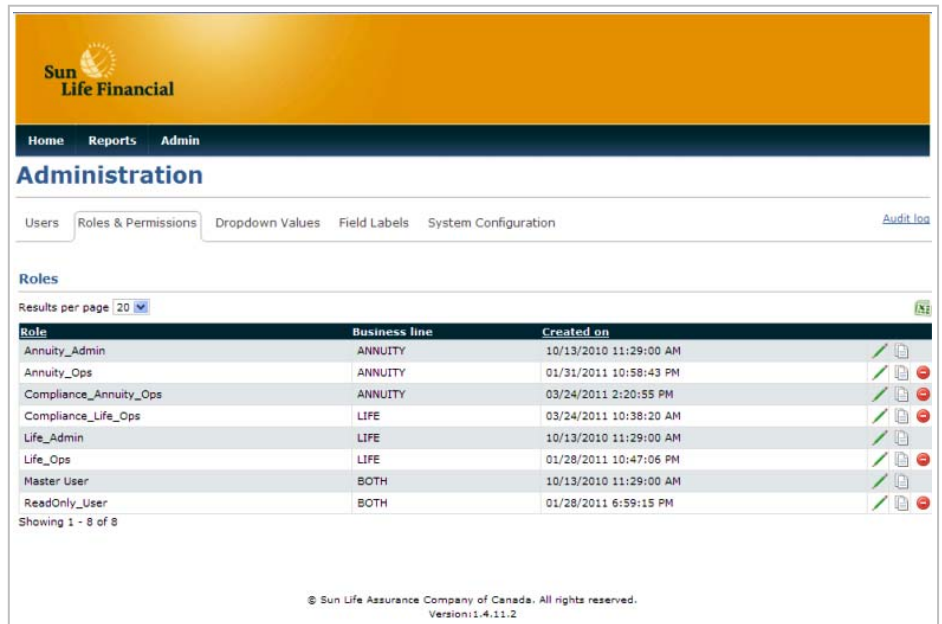
For more information, please visit:
www.affsys.com

OUR SOLUTION

Affinity Systems developed a solution that involved the creation of a web-based application entry system that allows Sun Life staff the ability to screen potential clients against an anti-money laundering database. The system was implemented with roles-based permissioning to control access to sensitive data, and has a robust search engine and duplicate check functionality for detecting potential money laundering activity by applicants using aliases or other fraud tactics. The system was also built to provide flexible ad hoc reporting capabilities using MS SQL Report Builder, which allows Sun Life operators to track sales of policies across various lines of business and to track performance by various third-party General Agents and Financial Representatives who submit client insurance applications to Sun Life. The system offers a suite of sophisticated administrative features that let authorized users manage and maintain drop-down value lists, edit the display labels used throughout the User Interface, manage system configuration details and parameters, and create and manage roles and user permissions. The system is now used by Sun Life staff in Bermuda, Ireland and the United States.

"We are pleased that we can now replace several spreadsheets and manual processes with our new Client Repository and Reporting System."

— Jeremy Neuringer
Sun Life



The screenshot shows the 'Administration' section of the Sun Life Financial system. It includes a navigation menu with 'Home', 'Reports', and 'Admin'. The 'Roles' section is active, displaying a table of roles with columns for Role, Business line, and Created on. The table lists several roles such as Annuity_Admin, Annuity_Ops, Compliance_Annuity_Ops, Compliance_Life_Ops, Life_Admin, Life_Ops, Master User, and ReadOnly_User. Each role entry includes a 'Created on' timestamp and icons for editing and deleting. The interface also shows 'Results per page' set to 20 and a footer with copyright information for Sun Life Assurance Company of Canada.

Role	Business line	Created on
Annuity_Admin	ANNUITY	10/13/2010 11:29:00 AM
Annuity_Ops	ANNUITY	01/31/2011 10:58:43 PM
Compliance_Annuity_Ops	ANNUITY	03/24/2011 2:20:55 PM
Compliance_Life_Ops	LIFE	03/24/2011 10:38:20 AM
Life_Admin	LIFE	10/13/2010 11:29:00 AM
Life_Ops	LIFE	01/28/2011 10:47:06 PM
Master User	BOTH	10/13/2010 11:29:00 AM
ReadOnly_User	BOTH	01/28/2011 6:59:15 PM