



## Overview

**Country:** United States

**Industry:** Financial Services

### Customer Profile

The Agency Services Division for one of the Top Five Title Insurance Providers and a Fortune 500 Firm. It also made the Fortune list of America's most admired companies (2006) and as a Platinum 400 company (2006).

### Business Situation

Customer sought to replace an unwieldy web application with a heavy client footprint with a light weight solution that is both extensible and scalable.

### Solution

To rewrite the application with a process centric architecture at its core, utilizing latest software tools and enabling it to support up to 30 states and hundreds of thousands of title insurance orders per month.

### Benefits

- Conduct business in many states at once with multi-state online search capability
- Highly customizable workflow framework
- Dramatically reduced response times and increased scalability.
- Leveraging an SOA Platform.

### Software and Services

- Microsoft® Visual Studio .NET 2005
- Microsoft SQL Server™ 2005
- Microsoft Windows Server™ 2003
- Rational XDE

## Fortune 500 Firm rolls out re-engineered online title insurance application on a scalable service-oriented architecture

A Fortune 500 Title Insurance Firm outsourced a re-engineering effort for one of their core products to Data Concepts, owing to the ballooning costs of development effort that would have proved detrimental to the success of the project. The Project was originally estimated to take over 12 months of development time alone. Data Concepts brought in a top notch onsite / offshore team and put in place a matured lifecycle process to deal with specific off-shoring risks that helped reduce complexity and helped deliver the product in less than 8 months. The end product far exceeded the customer expectations while delivering functionality that will help the customer in rolling out the product to over 30 states over the course of the year 2007-2008.



## Customer Profile

**Primary Business:** Principally engages in the title insurance business in the United States. Its products and services facilitate the purchase, sale, transfer, and financing of residential and commercial real estate. The company operates in three segments: Title Insurance, Lender Services, and Financial Services.

The Title Insurance segment provides title insurance; escrow and closing services; commercial real estate services, as well as property appraisal and valuation, building and site assessments, survey coordination, construction disbursement, coordination of national multi-state transactions, and tax-deferred real property exchanges; and real estate transaction management services.

The company provides its services to lenders, developers, real estate agents, attorneys, and property buyers and sellers. It operates through more than 900 branch offices and a network of more than 10,000 active agents in the United States, Mexico, Europe, Canada, the Caribbean, and Central and South America.

## Situation

An ingrown workflow based production and delivery system enables its customers to order, track and receive title evidence online. The existing system is cumbersome to support, requiring a considerable client-side footprint, and rigid in terms of architecture and extensibility. The application architecture is neither scalable to meet the needs of the business nor robust enough to prevent application crashes that threatened to drive a steady stream of customers to choose alternatives.

The product also limited itself to an individual state requiring a completely separate deployment every time a rollout to a new state is desired. Currently over 15 such

deployments are in existence and supporting each of them has proved to be a costly exercise. Maintaining an individual code base for each state and making code and architecture updates individually and across rollouts created deep fissures in an already brittle system

## Solution

### Replacing Legacy System

As part of a renewed marketing drive to seek additional revenue from states that were not part of the current rollout, a decision was made to rewrite and re-architect so as to create one system to support up to 30 states and up to three times the number of orders.

Realizing the current system is far antiquated both in terms of business requirements and architecture, Data Concepts was selected as the technology partner for an application rewrite, incorporating hundreds of new requirements and utilizing a service-oriented architecture on an aggressive schedule.

Data Concepts in coordination with an onsite architecture team helped detail the process-centric architecture that was to be the core of the rewrite effort. Microsoft Visual Studio .NET 2005 and SQL Server 2005 were chosen as the software tools for the rewrite and a light weight Rational Unified Process Development Methodology was to be the software engineering approach.

### Project Execution

A Thirty person global development team was drafted, comprising of analysts, architects, offshore developers, offshore testing engineers, systems engineers, database administrators and release management personnel. Daily Scrum meetings were held onsite and offshore dealing with issues as

they arose and shortening the *forming* and *storming* team phases.

Various collaboration tools coupled with two hours of synchronization every day helped both teams answer questions related to requirements and architecture, allow cross pollination of ideas and address any risk that may need to be mitigated. By shortening the duration of individual iterations to less than four weeks, Data Concepts was able to incrementally deliver demonstrable product functionality which allowed the client to evaluate and suggest changes contributing to steady improvement.

#### **Scalable Service-Oriented Architecture**

Utilizing a service-oriented architecture for the application rewrite was a given due to the monolithic nature of the current architecture which prevented interoperability and loose coupling. As an evolutionary paradigm, service-oriented architectures have helped create heterogeneous systems which ensure that the services created adequately represent the business view and are traceable back to the business architecture.

A greatly improved scripted workflow engine has allowed reduced manual intervention when an order for a title instrument is placed and tracked through workflow. A fully revamped Document Management and Versioning system allows standard legal text to be dropped in to document templates of choice, convert across document types and revert to previous document versions. The invoicing component securely collaborates with extraneous CRRAR interface and generates user reports.

The re-engineering effort also included a scripted data conversion of around 2 million orders from the legacy system to the new.

## **Benefits**

#### **Re-engineering Benefits:**

- Scalability from 1300 to over 10000 users.
- Will support and receive title instrument orders from over 30 states.
- Successful conversion of around 2 million title insurance orders from the legacy system.
- Single Point Entry for Order Search allowing users to search orders for all states.
- Increased availability and reduced response times.
- Substantial reduction in operational costs due to centralized nature.
- Higher Service Levels and Productivity Improvements per User.

## For More Information

For more information about Data Concepts, call (804) 968-4700. To access information using the World Wide Web, go to:

<http://www.dataconcepts-inc.com/>

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## Data Concepts

Data Concepts is helping clients around the world build a solid foundation for business growth. Our focus on delivering quality and realizing tangible results for our customers is paramount to our way of doing business. Here is why you should partner with us:

- Proven track record in delivering cost-effective turnkey solutions of the highest quality across diverse industries, across the globe, on schedule and within the budgeted cost.
- A large pool of skilled and experienced professionals drawn from diverse areas, ranging from systems and software technology to specific industry domains and business practices.
- A partnership approach to the management and execution of projects, ensuring a mutual alignment of goals.
- A proven and mature onsite-offshore methodology to meet the ever-shortening time-to-market expectations.