

**FASTER, BETTER & Smarter**

# The power to build Content Management System

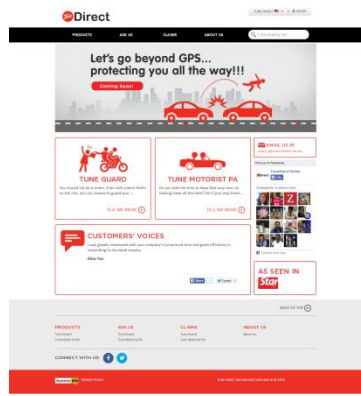


## Customer

## Tune Direct Website

## Project

## Tune Direct Website



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### Business

Tune Direct Malaysia offers innovative Insurance products via its online sales portal provided by reputable Insurance Companies and Takaful Operators.

Through its convenient online platform, Tune Direct endeavor to reach out to as many existing customers within the Group as well as gaining new ones, with a wide range of products which are simple, cool and innovative for techno-friendly customers.

### Requirements

- Build a responsive designed website that can render in different devices (PC, laptop, tablet and mobile)
- Allow users to manage, aggregate and publish contents to the website for customer to retrieve valuable and relevant information.

### Solution & Technologies

Tune Direct Website is an insurance product website developed using Magnolia Content Management System. Magnolia CMS allows organizations to orchestrate online services, sales and marketing content across all digital channels, maximizing the impact of every touchpoint.

The available features:

- Optimized for Mobile Devices: Magnolia CMS user interface has been designed specifically for touch devices.
- Content Editing Efficiently: Magnolia CMS easy to use, intuitive user interface lets user start editing content immediately, without excessive training.
- Deploy Rapidly: Easy to deploy Magnolia in large scale intranet environments where an enterprise-grade user management infrastructure already exists.

### Results

- TuneDirect website is the pioneer for an insurance product website with responsive design that provides online platform for the Gen-Y market segment.
- TuneDirect website is able to provide its customers with a more compelling online experience through an increase in targeted dynamic content, including promotional offers, social media tools and rich media content experience.
- TuneDirect website can be easily managed 24x7 by non-IT technical users with the Magnolia Content Management System.

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# The power to build Enterprise Portal Solution

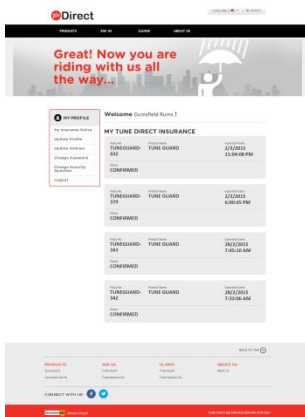


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## Requirements

- Build a secured and seamless insurance portal that can handle regional customers to purchase insurance product online.
- Integration with host system to provide services for customer to perform online purchase, make online payment, check policy details and manage customer profile.
- Admin function for Tune Direct Administrator to perform administrative features like reset password and check customer account details.
- Portal design will render responsively in different devices (PC, laptop, tablet and mobile)

## Solution & Technologies

Tune Direct Portal is an insurance service portal that has applied several technologies:

- ZK (Ajax framework) – provides a rich user interface experience
- Spring – provides a lightweight solution for building enterprise ready applications, while still supporting the possibility of using declarative transaction management , remote access to your logic using RMI or web services, and various options for database persistence
- Hibernate – A powerful, high performance object/relational persistence and query services. Hibernate lets you develop persistent classes following object-oriented concept.
- Quartz Scheduler – Scheduling mechanism based on RMI architecture
- Apache Axis – XML based Web service framework

## Results

- TuneDirect Portal provides an online insurance portal for customer to purchase insurance product provided by reputable Insurance Companies and Takaful Operators.
- Since its inception, TuneDirect Portal has offered Tune Guard insurance coverage product for loss or damage by snatch theft or robbery