



## Reliance cuts database total cost of ownership in half with IBM DB2

---

### Overview

#### Challenge

Reliance initially selected Oracle Database on Sun systems but IT staff soon found that the solution didn't meet the company's needs for performance and reliability.

#### Solution

Reliance moved its most critical business applications, including its self-service portal, from Oracle Database on Sun servers to IBM DB2 on IBM Power 570 servers. DB2 offered better performance, availability and scalability with a lower total cost of ownership.

#### Benefits

Increases application uptime from 80 to 95 percent; decreases total cost of ownership by 50 percent; supports four times the number of concurrent users

---

Reliance Life Insurance Company is one of India's leading insurers, providing a range of products for individual and corporate needs. The company is the third largest private company in India, moving up from eleventh position and acquiring more than 10 percent market share and six million customers in just four years. Reliance maintains 1,145 branches across India and has over 16,000 employees and nearly 200,000 advisors.

According to Anuprita Daga, chief manager of IT for Reliance, technology has had a major role in helping the organization achieve this success. The company's comprehensive self-service portal, for example, provides customers with a convenient one-stop experience through which they can research and purchase insurance plans, manage their portfolios and pay their premiums. Agents can use the platform to get a unified, cross-sectional view of their customers' portfolios and gain the insights to make intelligent cross-selling recommendations that provide optimal coverage for customers. In just the first year after the introduction of this unified portal, operating expenses decreased by nearly US\$770,000.



---

*“The total cost of ownership with DB2 running on IBM Power servers is almost half the cost of Oracle Database on Sun systems.”*

—Anuprita Daga, Chief Manager, IT, Reliance Life Insurance

---

### **Migrating to DB2 for greater performance and availability**

In building this online channel, IT staff had to combine data from more than a dozen source systems into a single operational data warehouse. Reliance initially selected Oracle Database on Sun systems to support its data warehouse but IT staff soon found that the platform couldn't meet its needs.

“We had two main business requirements,” explains Ms. Daga. “One was performance, especially in cases where we were using the database for OLTP [online transaction processing]. The other was the time lag for data availability. It took us between 36 and 40 hours to process data under our old architecture and our business needed near real-time access to data. So these two things led us to move from Oracle Database to DB2.”



---

Solution components:

**Software**

- IBM® DB2® 9.7
- IBM InfoSphere™ DataStage®

**Servers**

- IBM Power® 570
- 

*“After we moved to DB2, we were actually able to report 95 percent uptime of all applications as compared to only 80 percent with Oracle Database.”*

—Anuprita Daga

---

In making its move to DB2, Reliance IT staff knew IBM could meet its needs. “IBM is one of our most trusted partners,” says Daga. “This was part of our consideration when moving from Oracle Database to DB2. We felt that integration, support and performance will all be improved and we knew we would also get the best support from IBM.”

During its move from Oracle Database to IBM® DB2® 9.5 on IBM Power® 570 servers, IT staff took the opportunity to rearchitect its data warehouse and implement a change data capture tool that would integrate new information in the data warehouse in near real time.

IBM provided best practices to help the Reliance IT staff redesign its data model for improved performance. More than 20 applications, including the company’s self-service portal, were ported to DB2. IBM InfoSphere™ DataStage® is used to extract, transform and load data from around 15 source systems into DB2. More than 1 terabyte of data is currently maintained in the database.

### **Dramatic improvements in key areas**

According to Daga, one of the biggest benefits of migrating from Oracle Database to DB2 and the deployment of change data capture technology has been the ability to provide employees, agents and customers with faster access to information. New customer, policy and transaction data and program details added to source systems are now updated in the data warehouse in minutes as opposed to days.

“Using DB2 and the change data capture tool, we can now provide our users with access to data in near real time,” says Daga. “Data that before took 36 to 40 hours to process from source systems now takes 15 to 30 minutes. Our employees are very happy with how quickly new information is available and they can serve their customers better as a result.”

Application availability has also increased significantly. “When we were on Oracle Database, downtime of our applications was quite high,” says Ms. Daga. “After we moved to DB2, we were actually able to report 95 percent uptime of all applications as compared to only 80 percent with Oracle Database.”

Most notable is that these improvements have come as the number of concurrent users IT supports has grown fourfold. “When we had Oracle Database, we only scaled to 3,000 concurrent users for our portal,” adds Ms. Daga. “Since we moved to DB2, our capacity has increased to 12,000 concurrent users.”

The company first migrated from Oracle Database to IBM DB2 9.5 and has since upgraded to DB2 9.7, which provides new high availability features, among others, to help the company meet its service level agreements (SLAs). “Before, we were operating DB2 in active-passive mode with only one database talking to our resources and supporting customers,” says Ms. Daga. “Now as usage increases, we can balance and share the load using active-active technology in DB2 9.7. When you have that kind of available system, you really gain the confidence of the customer and you can use your e-channel as a real differentiator in the market.”

### **A 50 percent savings**

The company has also realized significant operational improvements, which are critical in the company's work to reduce expenses and increase profitability. For example, in moving from Oracle Database/Sun to DB2/Power 570, the company achieved a 25-50 percent CPU reduction. "There was a huge difference in the amount of CPU power we were using for Oracle Database and DB2," says Daga. "If we were using 16 CPU cores for our records in Oracle Database, the same amount of work in DB2 can be done in 8 to 12 CPU cores."

This CPU savings along with reduced hardware and software licensing fees has resulted in a 50 percent decrease in total cost of ownership. "The total cost of ownership with DB2 running on IBM systems is almost half the cost of Oracle Database on Sun systems," says Ms. Daga.

### **Supporting future growth**

DB2 also provides a range of capabilities for automating tasks, including memory, space and configuration management features, to help improve DBA productivity as the organization continues to grow. "With DB2, our current DBAs will be able to support more applications and more users," says Ms. Daga.

Reliance is also better positioned to manage an increasing amount of and demand for data. "Our data is increasing every day and the requirement for portal availability will eventually be 24x7," says Ms. Daga. "DB2 deep compression will help us reduce storage requirements by about 30 percent and cut the backup time in half so we can accommodate this growth."

## For more information

To learn more about IBM DB2 on IBM Power systems, please contact your IBM sales representative or IBM Business Partner, or visit the following website: [ibm.com/software/data/db2](http://ibm.com/software/data/db2)

You can get even more out of Information Management software by participating in independently run Information Management User Groups around the world. Learn about opportunities near you at: [ibm.com/software/data/usergroup](http://ibm.com/software/data/usergroup)

For more information on Reliance Life Insurance Company, visit: [www.reliancelife.com](http://www.reliancelife.com)

For more information on Reliance's work to gain leadership with breakthrough self-service, visit: [ibm.com/software/success/cssdb.nsf/CS/GMMY-882HQL?OpenDocument&Site=corp&cty=en\\_us](http://ibm.com/software/success/cssdb.nsf/CS/GMMY-882HQL?OpenDocument&Site=corp&cty=en_us)



---

© Copyright IBM Corporation 2011

IBM Corporation  
Software Group  
Route 100  
Somers, New York 10589  
U.S.A.

Produced in the United States of America  
February 2011  
All Rights Reserved

IBM, the IBM logo, ibm.com and DB2 are registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle