

Insuring Innovation: Seguros Sura Streamlines Sales Operations with Oracle APEX

Founded in Colombia, Grupo Sura began its operations in the mid-1940s, growing over the years into a solid player in insurance, investments, and pensions. Seguros Sura is part of this ecosystem, offering comprehensive insurance solutions, including personal, business, life, health, accident, property, and auto insurance, as well as specialized coverage in risk management, transportation, and civil liability. The company positions itself as a partner in protecting the lives, assets, and businesses of its clients.



Business Challenges

Seguros Sura required a cloud application tailored specifically to their business operations, with an emphasis on unifying sales data and streamlining the process of registering opportunities created by sales personnel. Another key priority was ensuring secure access for employees to protect sensitive information and maintain compliance. Additionally, they needed a robust data management system capable of securely storing generated data while allowing for integration with future initiatives.

Approach

To address these challenges, a cloud-based Oracle APEX application was implemented. This solution streamlined the registration of services provided and allowed for clear categorization of service divisions. It also introduced capabilities for generating sales orders and managing the financial aspects of closed deals and commissions, effectively serving both the customer and supplier divisions within the organization.

Business Impact

The implementation was completed within a rapid 4-month timeframe. The first month focused on supporting architecture, infrastructure, and documentation, followed by the development and successful deployment of the application into production. The project leveraged deep technical expertise in Oracle APEX to ensure a smooth experience, particularly since it was the Seguros Sura's first engagement with the partner. This minimized potential issues in the areas of registration, sales, and financial data management. Furthermore, the project improved system security by assisting the client in configuring Single Sign-On (SSO) and addressing infrastructure concerns within the Oracle Cloud Infrastructure (OCI) environment.

Summary

To modernize operations and better support its salesforce, Seguros Sura implemented a cloud-based Oracle APEX application designed to unify sales data and simplify opportunity registration. The solution streamlined service tracking, enabled seamless generation of sales orders, and enhanced financial management across both customer and supplier divisions. With a focus on security, the application included Single Sign-On and robust infrastructure within Oracle Cloud. Delivered in just 4 months, the project showcased strong technical expertise, improved data integration, and positioned Seguros Sura for continued innovation in protecting the lives, assets, and businesses of its clients.

