



Prudential
Seizing
the
Opportunity

Building the Integrated Operating Model

Common IT Platform and Processes

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Prudential Services Asia
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Current operating model : Multiple systems

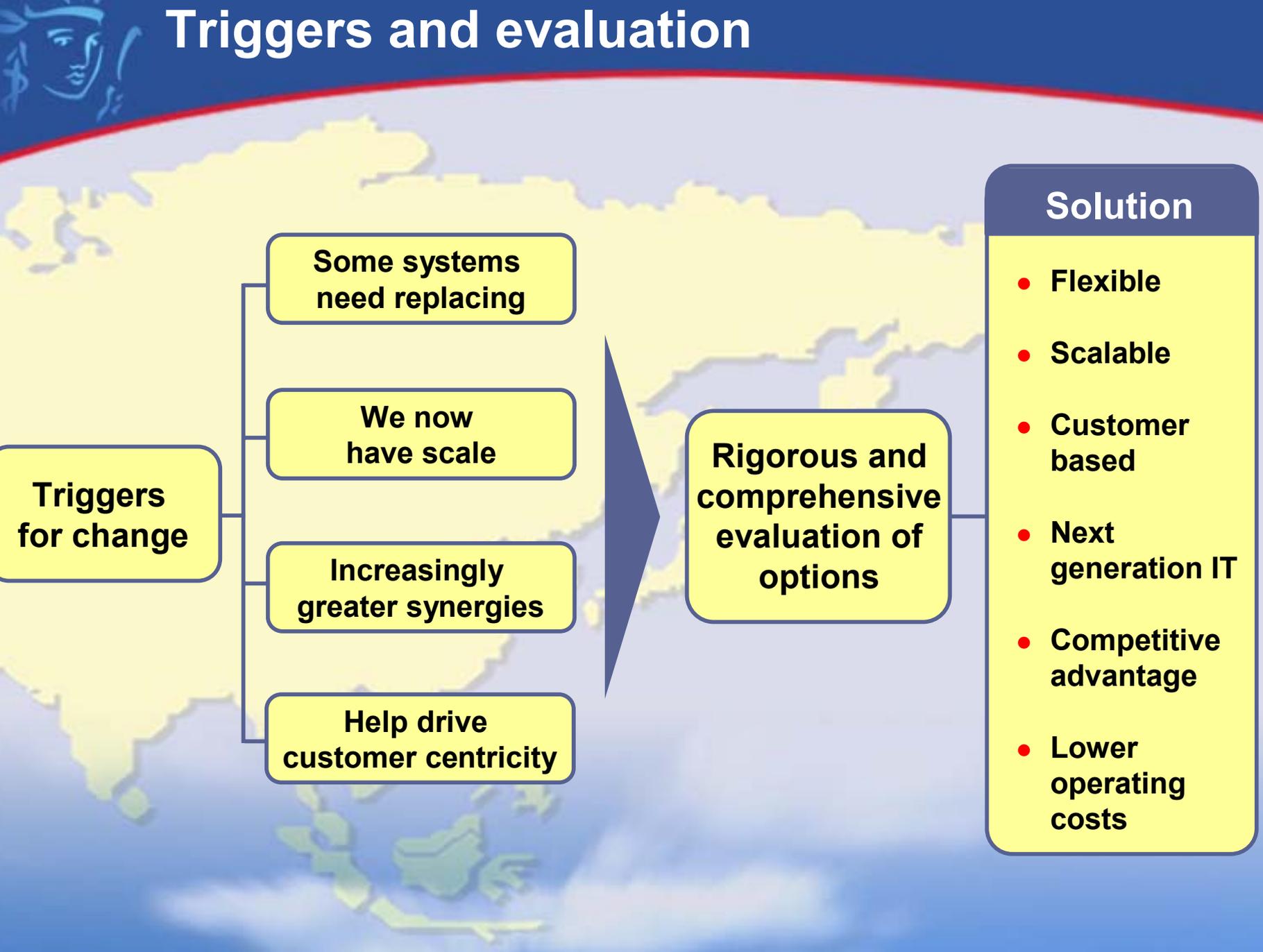
Benefits

- Supported rapid growth in first 10 years
- Enabled local customization for speed to market
- No language issues

Disadvantages

- Enhancements done 12 times
- Need 12 IT support teams
- Multiple backup sites required
- Local management distracted by operational issues

Triggers and evaluation



Integrated operating model

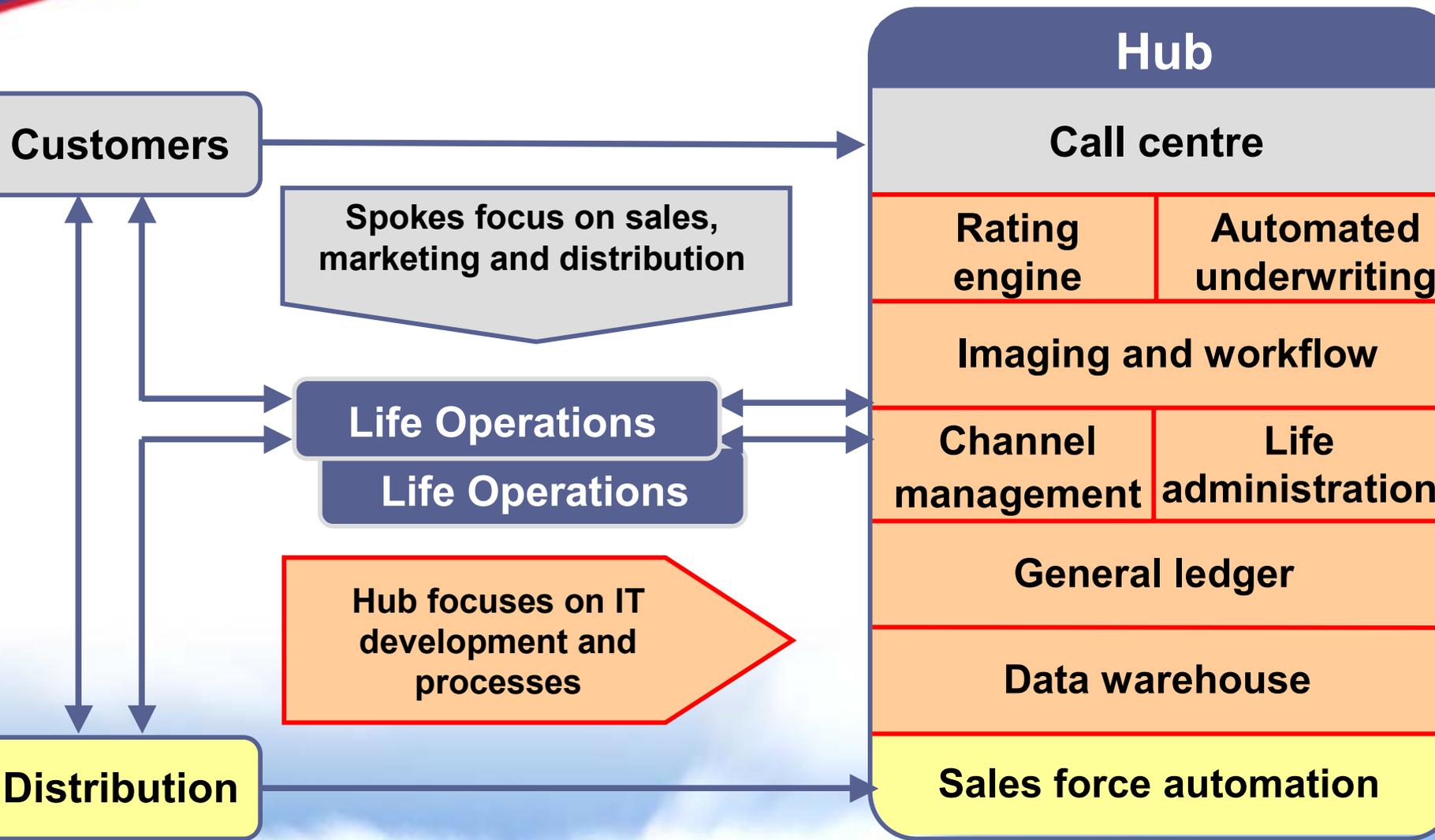


Prudential Services Asia (PSA)

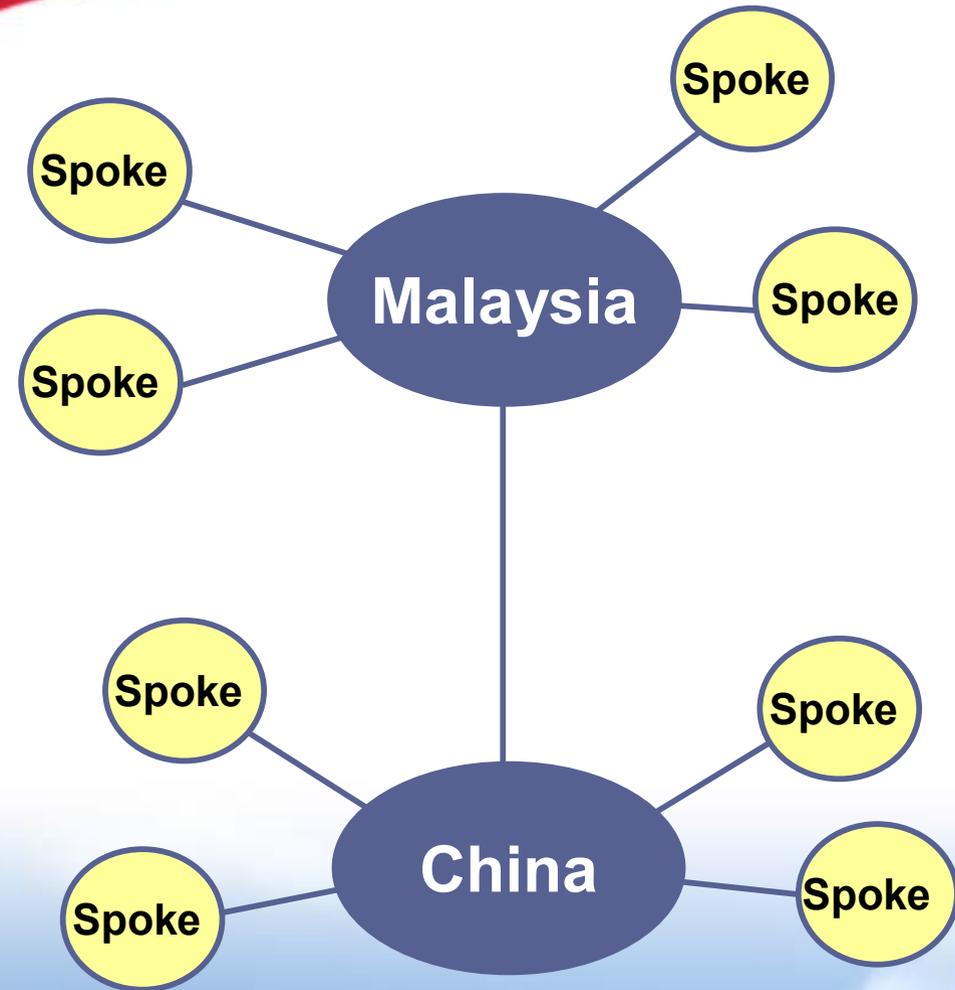
**Developing and implementing
common system and processes
across region**



Integrated platform



Shared IT and common processes



- **Standardization**
- **One IT development team (not 12)**
- **Two locations to meet languages needs and provide disaster recovery**

Benefits of the integrated operating model

Leverage regional scale and expertise

Efficiency (*Scale benefits*)

- **Productivity**
- **Lower costs**

Effectiveness (*Expertise benefits*)

- **Standardised operations**
- **Improve customer service**
- **Easier to market**
- **One time development**
- **Regional best practices**

Advantages of Malaysia as IT hub



- **Lower cost**
- **Quality infrastructure**
- **Highly trained labour pool**
- **Offers multiple languages**
- **Tax incentives**
- **Leverages Prudential Malaysia's capabilities and experience**

Prudential Services Asia : Location

Located in IT development centre in Cyberjaya



Prudential Services Asia : Today



- **Recruited highly-skilled team**
 - Industry expertise
 - Regional experience
- **Go live : Early in 2005**
- **China hub : In planning**



Summary



- **Prudential Services Asia key to driving an integrated operating model leveraging on regional scale and expertise**
- **Competitive edge by reducing costs and delivering synergies**
- **Superior level of service by streamlining processes and procedures across the region**
- **More efficient and effective customer relations management**