Case Study

WOIS 2.0 – Core System for a Distributed Sales Network

The Client

Wiener Osiguranje is one of the leading insurance companies in the region, with an extensive network of sales channels and agencies. The company continuously improves its digital and operational processes to provide fast and reliable service to clients, while equipping employees with tools for efficient management of the sales network and data.

As Wiener Osiguranje expands its sales network and continuously adapts its business to market needs, the need arose for a modern, centralized solution to support further development. The WOIS 2.0 project is focused precisely on this goal: creating a stable, scalable, and technologically modern core system that connects customer data with the hierarchy of a complex, distributed sales network.

The new platform lays the foundation for simpler management of the sales organization, faster information exchange, and future upgrades that enable growth and optimization of sales processes.

Requirements

At the heart of Wiener's business is an extensive network of sales channels, partners, and agents. Managing such a structure requires a system capable of handling large volumes of data, from personal information to complex hierarchies of business roles. The existing solution did not provide sufficient flexibility for further expansion and advanced functionalities.

Therefore, it was necessary to:

- centralize the management of personal data for all participants in the sales network
- model and track the complex hierarchical structure of the sales organization
- integrate with key external systems, including HR.plus
- simplify the user experience and speed up access to information
- establish a foundation for further upgrades, such as discount management, sales controlling, and product configuration.

The goal of the project was to create a reliable foundation for a system that would support all future directions of business development, from process automation to stronger strategic sales oversight.

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Solution

The project began with the development of two core modules:

- Personal Data Management
- Management of the Distribution Sales Network Hierarchy

After analyzing user requirements and defining the core database, the first part of the system was delivered within the planned timeline. A stable back-end structure was established, with API integrations to the HR.plus system and other external services.

In the next phase, the project was expanded with additional functionalities: enhanced GUI options, easier data access, and additional services to improve the overall user experience.

This resulted in a stable and scalable platform, prepared for future upgrades, including:

- discount management modules
- budget approval workflows
- sales controlling and planning tools
- modules for upgrading and customizing sales products

The system was successfully completed and positioned as the core foundation of Wiener's digital growth.

Technologies

Modern, long-term sustainable technologies were used to develop the WOIS 2.0 solution:

- Back-end: ASP.NET Core 3.1, EF Core
- Front-end: Angular 8 + DevExtreme 19.2.6
- Database: SQL Server 2019

The chosen technology stack ensures high performance, security, and the ability to further scale the system in line with evolving business needs.
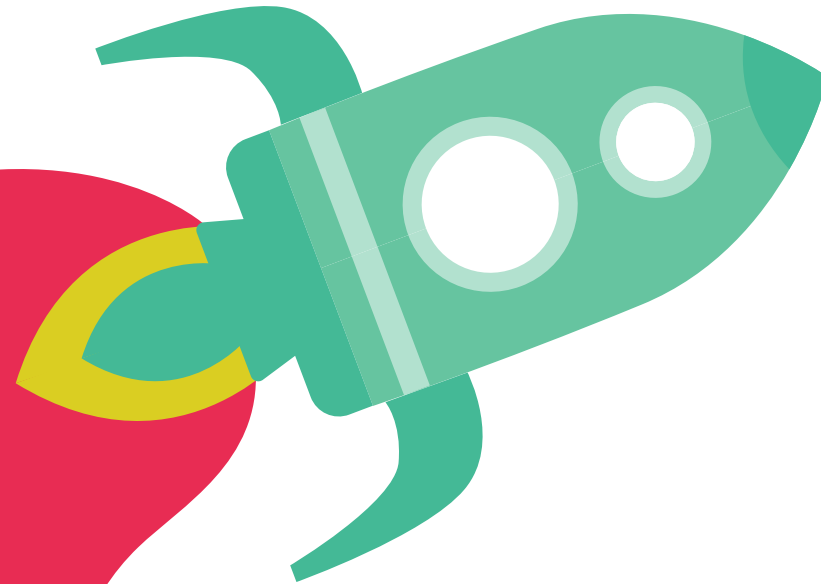
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Result

Top 3 benefits for the client:

1. Centralized visibility and management of information across the sales network
2. Improved user experience and faster access to data
3. A foundation for strategic digital modernization and future system growth

Accelerating business transformation through innovative technology

Serengeti d.o.o. is a software development near-shoring and consulting company. For the past 20 years, we have been partnering with our clients to reinvent their business models using innova-tive information technology. We work according to the principles of DevOps, implementing disruptive trends in our specializations. Our experience and business acumen comes from successfully working on over 300 projects.

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