



Customer

Midwest-based but Global
Company

Industry

Insurance

Worldwide Employees

2,800

Revenue

\$2 Billion

Products & Services

Fishbowl CM BOX

ReactJS

Azure Platform

Azure DevOps

FISHBOWL MIGRATES SUNSETTING ORACLE OCM TO THE NEW FULL-FEATURED CM BOX PLATFORM

Our client is a prominent mutual insurance company committed to providing high-quality insurance products and services to a diverse customer base. With an established track record in the insurance industry, they maintain a robust digital presence through its six public websites hosted on the sunsetting Oracle OCM Platform. To address its needs, this client selected Fishbowl as a partner.

BUSINESS PROBLEMS

- When Oracle announced the end of life for its Content Management Cloud Services by December 31, 2025, the client faced the critical challenge of migrating its current Oracle Content Management (OCM) system to a new platform.
- Needed a seamless transition for content management and migration of content from 6 websites – public and secure, and 2 headless applications
- Enable and empower business users to contribute and own content across all sites
- Remove IT from change control process—reducing page change requests to hours instead of days
- Ensure compliance through content governance

SOLUTION HIGHLIGHTS

- Effortless migration from Oracle OCM for assets and sites
- Structured site building for building externally facing channels
- Enhanced asset management with automatic generation of responsive image formats
- Expandable solution featuring Graph QL and REST APIs for flexibility

RESULTS

- Enhanced Efficiency by streamlining content management processes, reducing redundant tasks, and enabling faster response times

- Advanced security capabilities ensured that sensitive customer data remained protected.
- Ongoing scalability, allowing future growth without loss of performance.