



Aspire Systems Helps a Leading Life Insurer **Reduce Partner Onboarding Time by 90%** with **15x Increase in Number of Partners Onboarded**



Recognized as a Standout in ISG Digital Case Study Awards™





Business Situation:

- *Siloed teams and disparate systems unable to scale up to meet the increasing market demands*
- *Manual workflows limiting customer's ability to do business with online customers*
- *Legacy systems not designed to integrate with an increasing number of partners' portals*

Solution:

- *A scalable modern partner portal on AWS cloud*
- *AI-powered Certificate of Insurance generation*

About the Customer

Our client is a leading life insurance provider in India. They offer a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment and Health. They have over 30 individual and 10 group products in its portfolio, catering to a diverse range of customer needs.

The Need

Our client works with a vast network of partners to deliver best-in-class insurance products and services to their customers, however their legacy systems did not have the capabilities to integrate with their customer portals and custom software platforms. Their existing systems were not able to scale up to meet the growing demands, which resulted in the loss of around 30% of online customers every year. With siloed teams and disparate legacy systems, the client was missing out on a lot of business opportunities.

Effectively improving business through channel partners includes several business processes, and most of these processes are custom to a business. Therefore, the client required a fully tailored partner portal. This portal had to be easily integrated with multiple partners/distributors' systems with highly customizable features. The client also wanted to improve the data processing capabilities to serve the end-users better and improve customer retention.

To maintain their position and stay ahead in the digital age, our client had to modernize their legacy system and launch a new and efficient partner platform. And they had to do it quickly to grab the missed market opportunity.



Results:

- *Reducing partner onboarding time from 4 months to 2 days*
- *Onboarding around 200 partners*
- *Validating millions of data records in less than a minute*
- *Building a new platform which is 1,000 times faster than the legacy system*

Aspire's Solution

Digital Strategy: To get started, we conducted a 2-week workshop bringing together multiple stakeholders to understand and evaluate the business pain points. Each idea and concept was then evaluated and proofs of concepts were developed to visualize the opportunity. Once an idea was established, we created a shared vision, roadmap, high-level solution architecture, and implementation blueprint.

Execution Excellence:

- Leveraging our past engineering experiences, strong insurance domain expertise and the right set of technologies for the front-end and back-end development, we re-platformed the existing legacy system.
- The entire solution architecture was based on Microservices and APIs that allowed the client to change small components at any time without any complex migrations.
- Since our client wanted to launch the portal quickly, the delivery cycles had to be quick and right immediately. We worked with them to implement an Agile and DevOps project implementation structure that fit the needs of their organization and allowed us to move quickly.

Leveraging the Power of Cloud:

Using AWS helped our team to manage the complex environments at scale, and keep our engineers in control of the high velocity development and automation.

We created one of the fastest data processing platform and developed a highly customizable portal where partners or distributors could integrate with client offerings in any way desired. The all-in-one partner portal consists of several modules which support a wide range of functionalities like issuance, claims, Col download, customer services, etc.



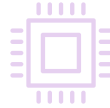
Benefits

- **Decreased Manual Effort in Policy Management System:** Every policy issued through the portal is directly fed to the policy management system
- **Enhanced Efficiency:** The client can focus on supporting existing or new customers and updating their policy management systems
- **Increased Revenue per Product:** Products can be sold through a large number of partners with custom variations resulting in 150% increase in revenues per product

The partner portal has created a new revenue stream and enabled the partners and distributors to connect better with their end users; creating a win-win situation for both. We continue to work with the client as their preferred partner for digital product innovation.



Technology Snapshot



- » Amazon S3, ECS, RDS, Lambda, DynamoDB, Amazon Cognito, Amazon CloudWatch
- » Cucumber BDD, Selenium for testing
- » MySQL DB
- » Drools Engine



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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