



Cloud migration of legacy system:

Life insurer grows partner network
15x; sees 150% revenue surge per
product





Challenges

- Extended partner onboarding processes, that lasted 4 months
- Manual entry requirements in the policy management system
- Challenges in expanding the partner network
- Lack of optimized sales channels

About the Customer

Our customer, a prominent life insurance provider in India, offers an array of individual and group insurance solutions tailored to meet various customer needs, including protection, pension, savings, investment, and health. With a portfolio of more than 30 individual and 10 group insurance products, they cater to a broad spectrum of customer requirements.

Challenges

Our customer faced several challenges that impacted their ability to expand and thrive as a business. From inefficiencies in partner onboarding processes to struggles with revenue generation, each obstacle presented unique complexities that affected everyday business. Some of the key challenges included:

- Prolonged partner onboarding processes - taking around 4 months
- Manual entry in the policy management systems - resulting in errors and delays
- Difficulties in expanding/ scaling up the partner network
- Lack of optimized sales channels

These challenges hindered the insurer's operational efficiency, growth potential, and overall revenue generation capabilities.



Solutions

- Leveraging AWS
- DevOps for continuous delivery
- Quality assurance implemented from Day 1
- Roll-out deployment in stages

Need

Our customer required a solution to enhance their partner onboarding portal's scalability, performance, high availability, and reduced maintenance. To address these needs, we focused on the following areas:

- Identifying bottlenecks in partner onboarding Assessing feasibility of an all-in-one integrated platform
- Evaluating scalability for processing millions of records
- Determining parallel execution capabilities for handling data inputs from multiple distribution partners
- Weighing the portal's features for configurability and customizability





Results

- Reduced partner onboarding from 4 months to 2 days
- 15-fold increase in partner onboarding
- Reduced manual effort from automated policy entry
- Streamlined operations, better customer support
- 150% increase in revenues per product

Aspire's solution

Based on our extensive experience in enterprise integration for leading banks and insurers and the insurer's current and future needs, we proposed a cloud migration using Amazon Web Services (AWS) as the ideal solution. •

- The insurer, who used legacy on-premises systems, migrated to a cloud-based infrastructure following our recommendation and with our support.

The migration and subsequent changes were devised to ensure high availability and load balancing. A dedicated unit of the development team managed code pushes and site optimization, with our infrastructure and development team promptly addressing any issues encountered. Additionally, there was an ongoing migration of the application stack from Amazon EC2 servers to an Amazon ECS cluster, utilizing CloudFormation Stacks for the ECS setup.

- A partner portal was developed based on Microservices and APIs for easy component changes without complex migrations. One of the fastest data processing platforms was engineered, coupled with a highly customizable portal for seamless integration with customer offerings.

To meet the customer's urgency for a quick portal launch, the following strategies were implemented:

- **DevOps for continuous delivery:** Agile and DevOps structures tailored to the customer's needs enabled swift progress
- **Quality assurance implemented from Day 1 :** QA commenced from the outset, with automated testing and customer QA team involvement to perform testing after each sprint cycle.
- **Roll-out deployment in stages:** Ensured smooth transition and user adaptation over time.



- **Smart use of AWS:** AWS was leveraged to effectively handle complex environments at scale, enabling our engineers to maintain control over high-velocity development and automation. Throughout the development of the platform and its various modules, we have utilized several AWS services such as Amazon S3, ECS, RDS, Lambda, and DynamoDB.

Amazon Cognito was utilized for storing millions of user data for authentication and authorization purposes throughout the platform. Amazon CloudWatch, a monitoring service, was employed to oversee logs generated from instances and to notify the support team about the health status of production instances.

The comprehensive partner portal includes multiple modules supporting a wide range of functionalities including issuance, claims, COI (certificate of insurance) download, and customer services.





Results

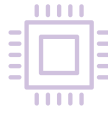
The implementation of our partner portal resulted in significant enhancements across various aspects of the insurer's operations.

- **Decreased partner onboarding time** - Reduced from 4 months to 2 days through streamlined partner onboarding checklists and configuration.
- **Automated entry into policy management system**
 - Policies were now being directly fed into the system, reducing manual efforts.
- **Enhanced efficiency** – With operations streamlined and brought up to scale, the insurer could now focus on supporting existing or new customers better and updating their policy management systems.
- **Increased number of partners onboarded** – Partners onboarded by insurer increased from 10 to more than 150 (15 times) through GOP (Group online portal) product configuration within a span of one month.
- **Higher revenue per product** – With more partners being onboarded, the insurer could sell products through more partners with custom variations resulting in a 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 insurer as their preferred partner for digital product innovation. The cloud migration project, from initiation to completion, was successfully executed within 6-8 months.



Technology Snapshot



- » **Front End:** Angular, HTML, CSS, Server Sent Event
- » **Backend:** Java, Maven, Spring Rest, Spring Batch, Apache Flink, Rabbit MQ, RDS-MySQL, DynamoDB, Apache Solr, Cognito, S3, SQS
- » **Continuous delivery:** GitLab, Docker, Cucumber, SonarQube, Jenkins, Amazon EC2, EC2 launch ECS cluster, ECS Fargate cluster



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