

## Case Study



### E-business solution for Insurance Aggregation

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#### Abstract

A Financial Services institution and a Retailer engaged with Infosys to launch an e-business solution in the Insurance domain. Using Infosys' Portal, Content and Collaboration services, the client launched its Aggregator platform within 9 months by integrating online systems from 27 partners.

## Background

The client is a Financial Services institution with a significant presence in the Insurance segment. The client desired to enter the *Aggregator* segment for insurance products in response to changing market conditions. The client set up a venture with a Retail firm to enter this market.

*Aggregators* (or comparison sites) provide customers a single window to compare quotes and features from multiple insurance companies and select the most attractive quote. Aggregator sites for insurance have grown exponentially and account for over 50% of all online insurance sales.

The client wanted to achieve the following objectives with this venture:

- Simplify the insurance purchase process for consumers
- Provide consumers a comprehensive online comparison of Insurance products
- Provide consumers the ability to purchase insurance over the Internet instantly

The success of this venture depended on the client's ability to create an e-business solution that was scalable, flexible and enabled consumers to access products from multiple providers. The client was faced with the following challenges:

- Lack of sufficient expertise as this was a new business line
- An extremely aggressive time to market
- Absence of a standard for exchanging data within the partner ecosystem
- Enabling users to incorporate business changes with minimal lead times

## Infosys Solution

Infosys was the technology partner on the program. Infosys recommended a phased delivery approach to the client. Infosys adopted its Global Delivery Model to ensure that the client's timelines were met. The key activities included:

- Working with *20 partners* to define the business requirements
- Defining a system blueprint to support heterogeneous platforms
- Designing stringent role-based security mechanisms and messaging protocols
- Defining appropriate workflows and a robust reporting mechanism to track business health, revenue, commissions etc.
- Working with the client's environment management team to prioritize infrastructure requirements
- Managing the overall program
- Using risk-based testing to ensure smooth releases



- The solution is a high throughput, web-based application handling 1200 transactions / minute
- Incorporating 500 business updates within 2 months and reducing the time required for each change from 5 days on average to a few hours



- IBM Mainframe (COBOL, CICS and DB2)
- WebSphere on AIX
- J2EE
- Iron Port
- Teamsite
- MQ

## Benefits to the client

The client successfully met the stated objectives of the engagement. Key benefits included:

- Achieved a time to market of 9 months and launched in time for the peak season enabling additional revenues to the tune of \$4 million
- 3 new product lines added within 3 months of launch
- Integrated offerings from 27 partners in the system

The client site was ranked #1 by an independent body within weeks of launch



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).