



aws SUMMIT

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FS1002

Launch new business models and revenue streams with AWS like 'SkaleUp', a Bajaj Markets solution

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Agenda

- Key considerations for building FSI solutions on AWS
- Introducing SKALEUP a technology services offering by Bajaj Finserv Direct
- Use case – Building Insurance distribution solution on AWS
- Takeaway

Key considerations for building FSI solutions on AWS

Key considerations for building FSI solutions

- Seamless Consumer experience
- Scalable IT systems
- Real-time analytics
- Security, governance and compliance

Consumer experiences : Motor Claims

KEY CONSIDERATIONS FOR BUILDING FSI SOLUTIONS

- Traditional claims process
 - Document submission
 - Policy review
 - Claims investigation
 - Damage evaluation
 - Payment settlement

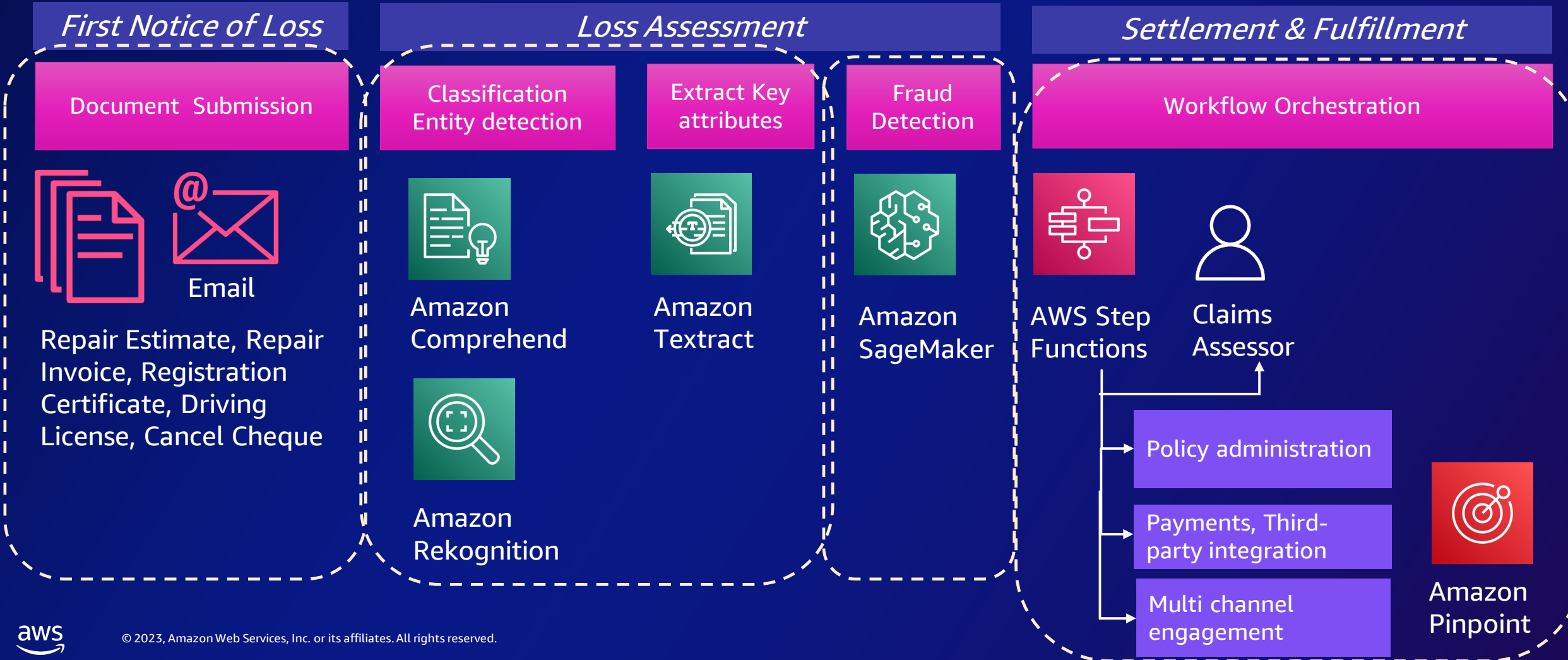


Human intensive process results in longer claim settlement times

Seamless Consumer experiences : Motor Claims

KEY CONSIDERATIONS FOR BUILDING FSI SOLUTIONS

Reimagine claims processing using AWS - Zero Touch Claims

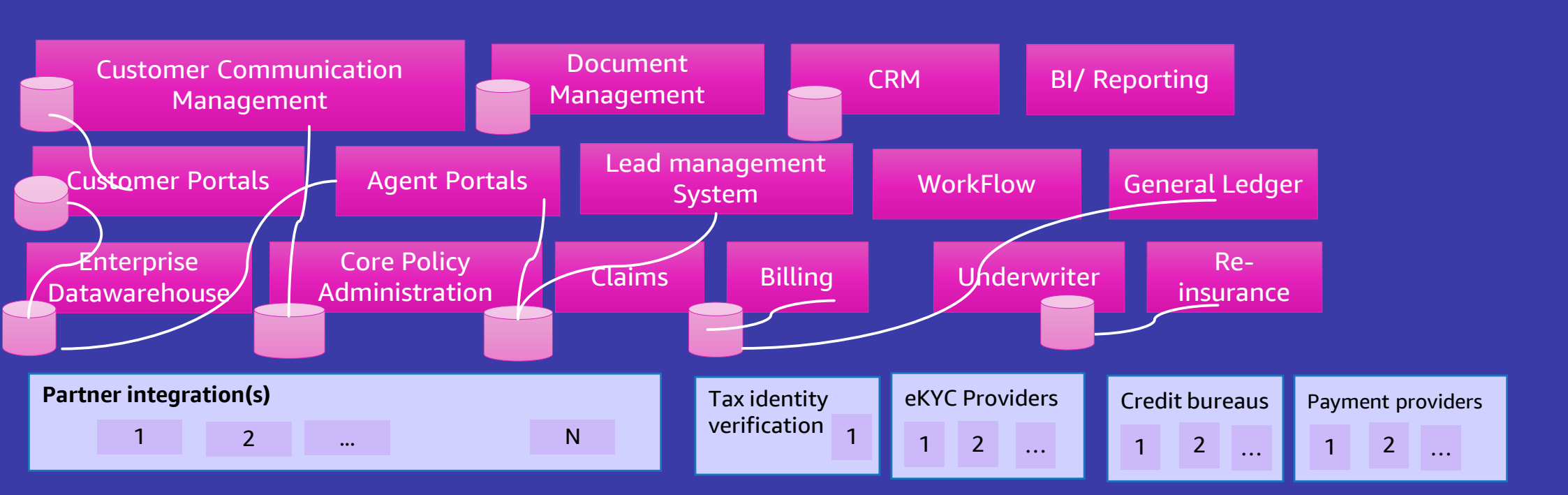


Key considerations for building FSI solutions

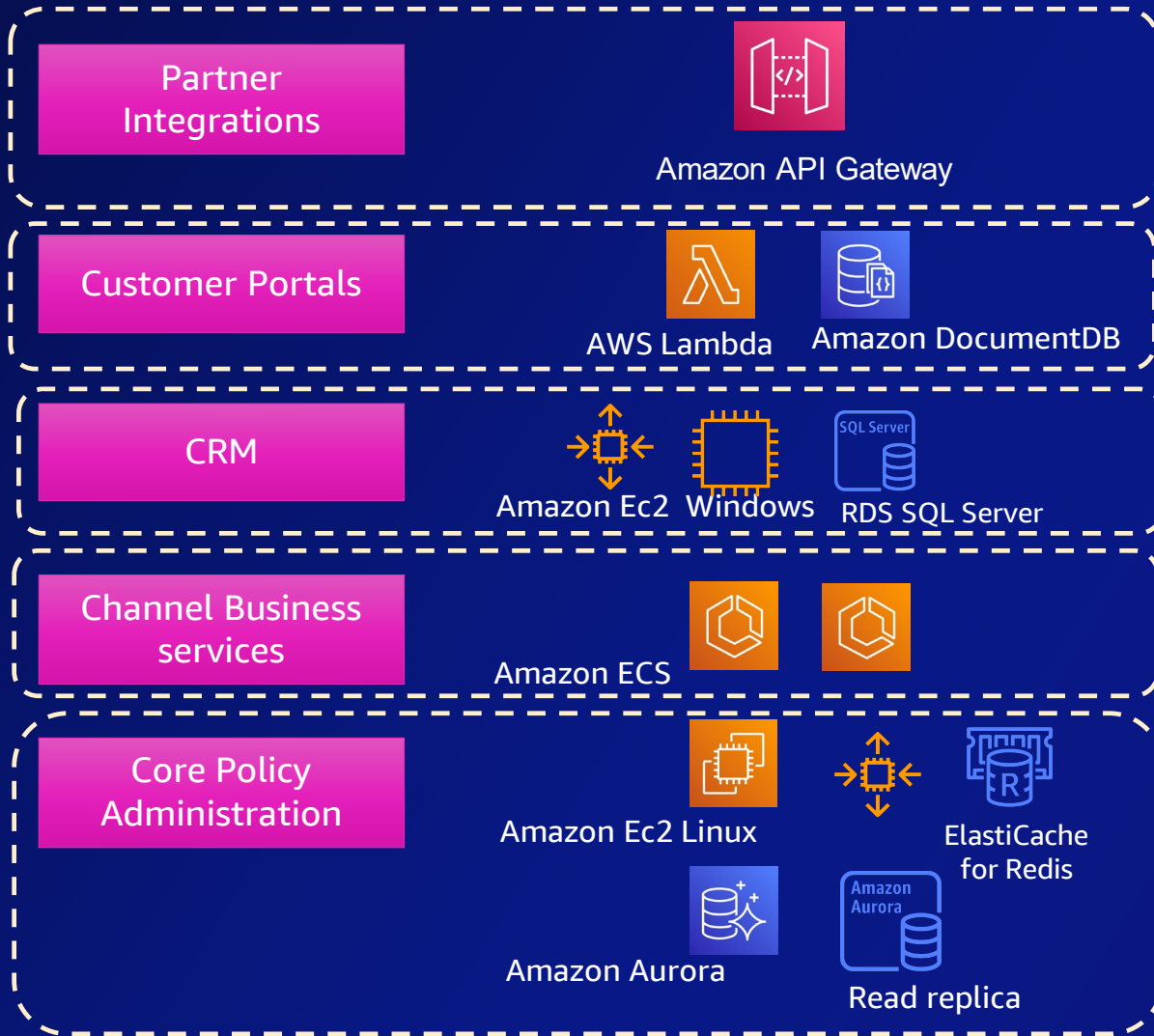
- Seamless Consumer experience
- Scalable IT systems
- Real-time analytics
- Security, governance and compliance

Challenges in scaling : Insurance

Existing Insurer systems landscape



Building Scalable architectures on AWS

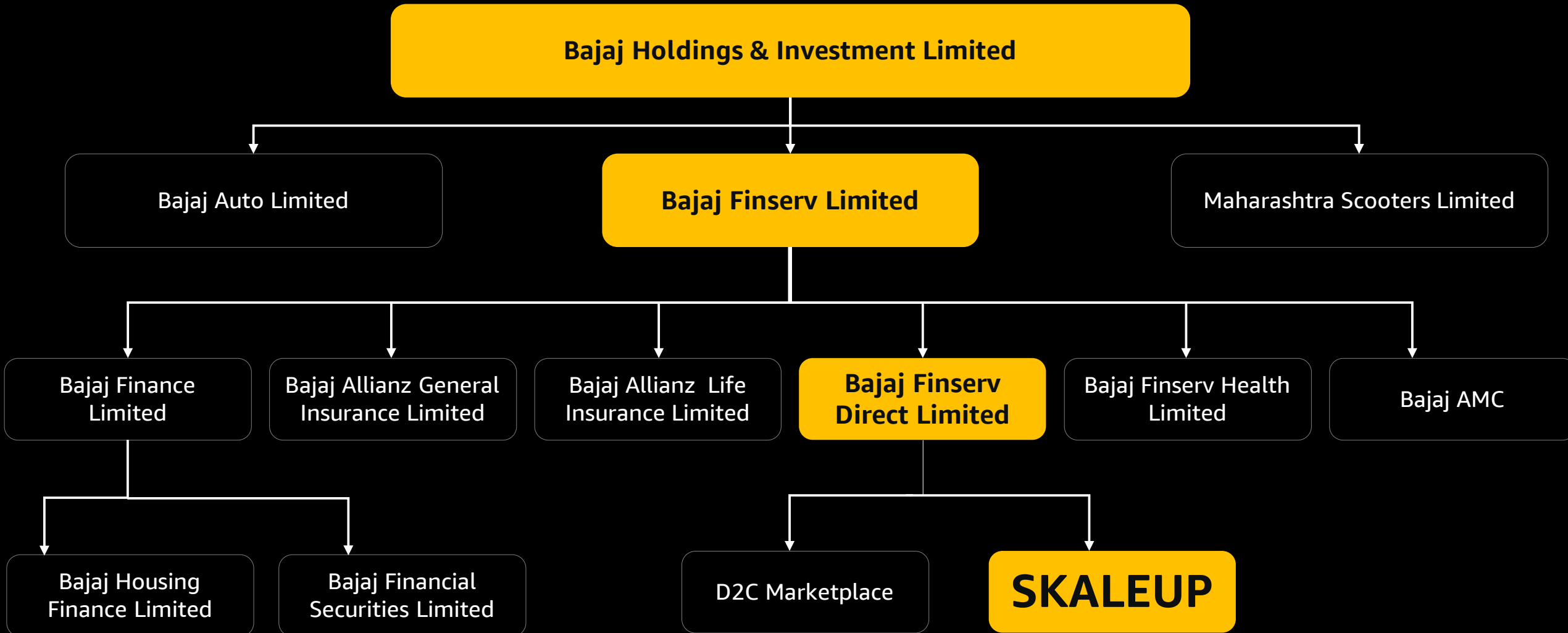


Highlights

- Polyglot persistence
- Scalable at every layer
- Event driven architecture
- Use of Open source frameworks
- Managed services
- Loosely coupled API first integrations

Introducing **SKALEUP** a technology services offering by Bajaj Finserv Direct

BAJAJ - 100+ Year heritage associated with India's freedom struggle



SKALEUP – Digital technology services business

Practioners' Industry Perspective

Extensive domain knowledge to challenge conventional processes, digitally transform businesses & unlock growth



Banking



Insurance



Investment



eCommerce

Digital Technology Expertise & Experience

Decades of experience in leveraging technology for '**Enabling Digital Business**'



App Dev



Data &
Analytics



Quality
Engineering



Agile
delivery



Design



UI
Engineering



Cloud Ops



Enterprise
solutions

60+ SMEs

400+ Developers

15% Bench
strength

Extensive experience in building technology solutions for BFSI

Products

Lending

Unsecured

Secured

Auto loan

Credit card

Investment

Mutual Fund

FD

eCommerce

Electronics

Fashion

Vehicle

Travel

Insurance

Life

Non-Life

Health

Sachet

CRM/Employee portal

User mgmt.

Dialer

Integrations

Doc Mgmt.

Payment Int.

Domain

Offer & Leads

Verification

Core

Content

MIS

BRE

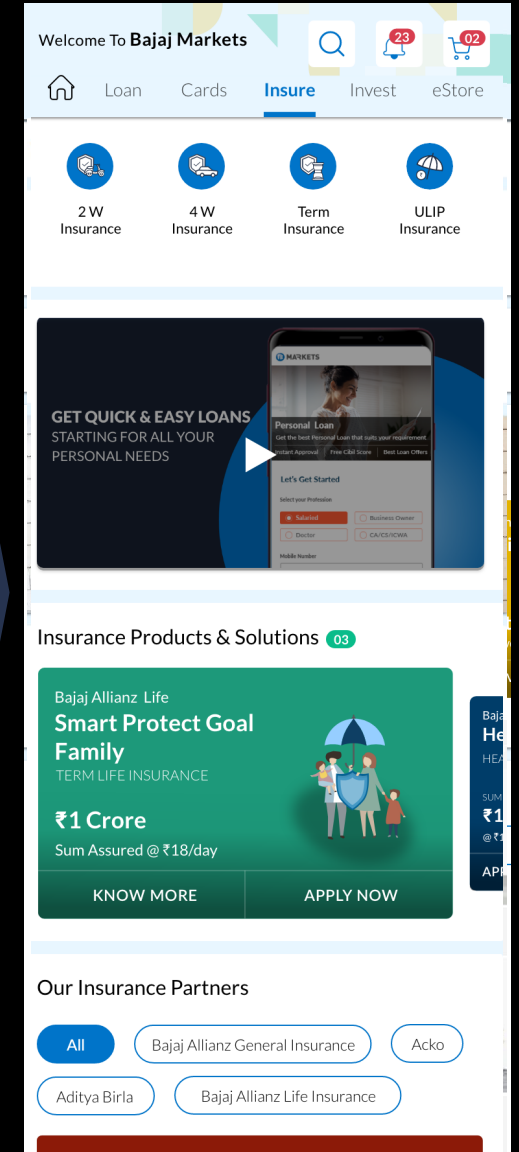
KPIs

Workflows

Funnel

Configurators

Alerts



Use case – Building Insurance distribution solution on AWS

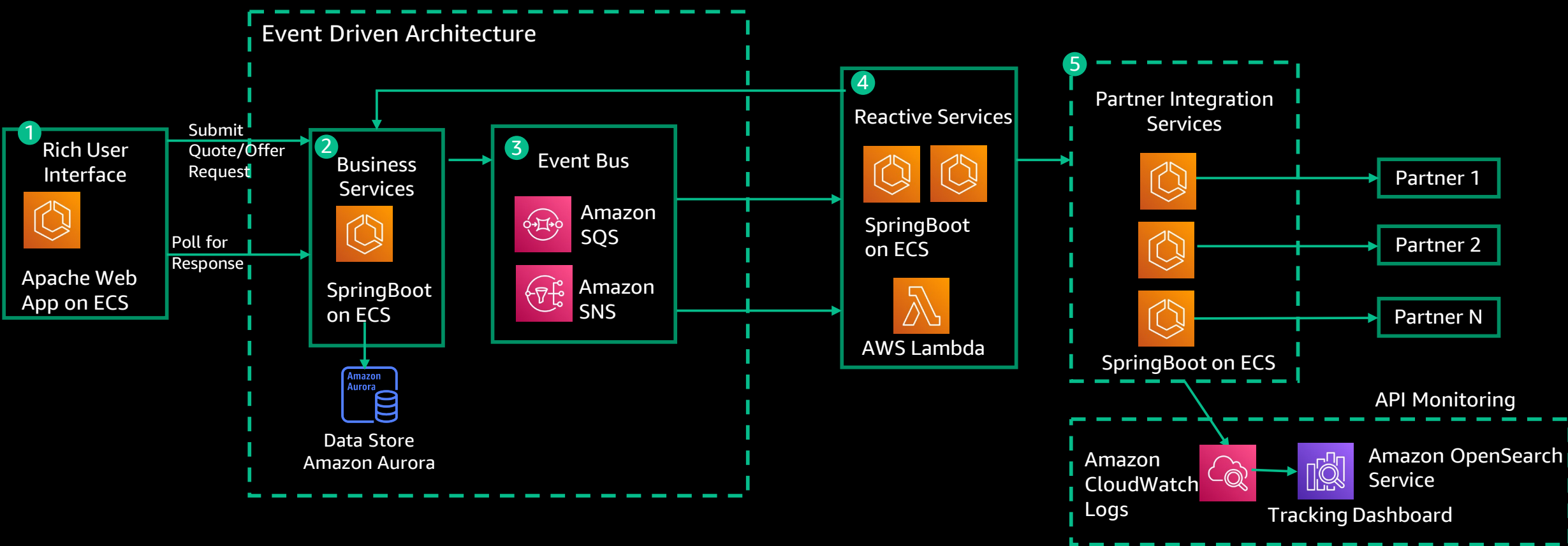
Challenges in insurance distribution

- Only assisted sales, **no DIY** journey
- **Disparate systems** & broken experience
- Highly **manual process** for employee rights & governance
- **Inconsistent UI/UX** across Life & Non-Life category
- **Complex** multi-insurer/product **integration** approach
- **MS-Excel** backed sales funnel prone to errors

Seamless Multi Insurer integrations

Real time integration with multiple partner come with great challenges of Latency, Timeouts, Failures and degradation of customer experience due to poor performance of partner APIs.

Our unique Event Based Architecture for multi-partner integration enables us to integrate diverse partner APIs with ease and give a consistent user experience even if partner APIs has challenges.



SKALEUP ecosystem: Fintech

KYC



Bank Account Verification



Bureau



Mandate (e-NACH)



Bank Statement



E-Sign (Aadhar)



Payment Gateways



Fraud



Account Aggregator



Communication



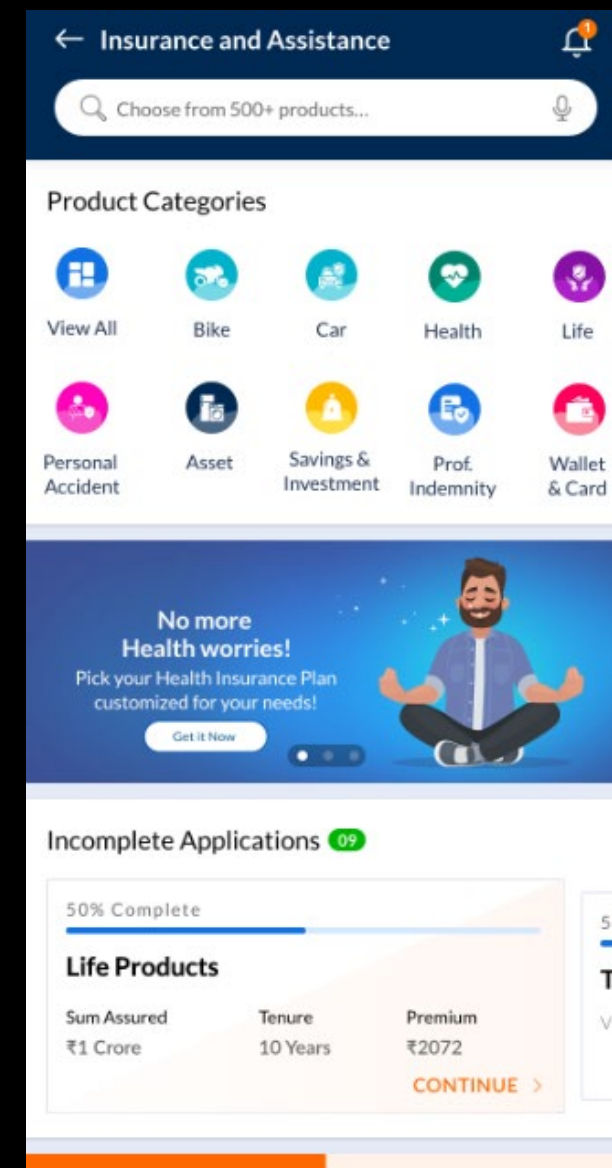
Dialers



Simplified insurance buying experience

- ✓ Hyper-personalization
- ✓ Pre-filled proposal form
- ✓ Best in class customer experience
- ✓ Intuitive nudges
- ✓ Real-time policy issuance
- ✓ Comprehensive servicing module

3X Leads **40%** Improvement in conversion **50%** Increase in ATS



Takeaway

1. **Strong practitioner's mindset to solve problems**
2. **Simplify your business & IT operations**
3. **Customer rewards the best !**
4. **Partner with SKALEUP to accelerate digital transformation journey**

skillbuilder.aws 

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Build in-demand cloud skills *your way*



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Thank you!

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