

Enterprises across the world are witnessing a massive Data & AI revolution which is playing a pivotal role in transforming enterprises. Intelligent operations, intelligent workflows, Intelligent Automation are some of the common themes driving Digital Transformation across industries and Insurance Industry is no exception. Today enterprises recognize “Data” as a crucial asset and it is a challenge and opportunity to access and analyse the wealth of data generated within the enterprise and from external sources to drive superior business outcomes on areas such as business growth, operational efficiency, agility, productivity gain, risk mitigation, customer centricity and innovation. Enterprises with advanced Data & AI capabilities have a competitive advantage over their competitors and can deliver consistent value and unmatched experience to their customers and drive profitable growth. The advent of Gen-AI has further upped the game with tremendous opportunities to derive value from all types of data which further establish the need for a Modern Data Platform to enable delivery of these outcomes. We believe that ALLWELL Life aims to achieve similar outcomes from the Unified Data Platform project undertaken as part of the Inspire program.

We understand that ALLWELL Life aims to grow significantly as India moves to an era of insurance for every Indian. This would lead to a paradigm shift in business expectations from the data platform and a significant increase in transaction volume. To achieve this objective, ALLWELL Life is embarking on the creation of a Unified Data Platform on cloud. This initiative will serve a dual purpose: firstly, to support the ambitious growth target, and secondly, to address several persistent challenges within the present data landscape. These challenges include the existence of disjointed data lakes across the organization, limited self-service capabilities, the absence of structured data governance and data quality processes, as well as issues related to data redundancy, among others. Our proposed solution leverages well established Modern Data Platform Reference Architecture and is based on medallion architecture (lake-house pattern). This approach amalgamates advantages of traditional data lakes and data warehouses and will provide ALLWELL Life with a future-ready, unified and adaptable data platform capable of storing, managing, and analysing data effectively, thereby addressing the limitations commonly associated with conventional data warehouse and data lake architectures. The solution is designed to support business aspirations of growth and expectations of performance and resilience. As ALLWELL Life is considering all 3 hyperscalars (AWS, Azure & GCP), we have described the solution architecture for each hyperscaler. Our experience, capabilities and skills extend across the 3 chosen hyperscalars and we have developed our assets and accelerators to support implementation on any of the chosen platforms.

The key to success of the delivery program lies in the skills and expertise of the delivery team. IBM has a huge pool of data and analytics professionals available in India and globally. The professionals are certified across hyperscalars offering high skilled services

on these platforms. These capabilities will be made available to ALLWELL Life and may ensure the adequate capacity and skill coverage to be a long-term partner on the existing and future technologies. IBM may also pool in expertise from global or from IBM Research for the program as needed to address any unique requirements of ALLWELL Life to build innovative capabilities. In addition to data skills, IBM will bring in specialized expertise on complex project management, architecture, migration, platform engineering, data observability, data life cycle management, cost management, automation, governance, security value realization and industry skills to build a robust and reliable open data platform that can cater to the current and future needs of ALLWELL Life.

Given our deep expertise and capability on the data IBM strongly believes that we are best qualified to be the partner of choice and eager to partner with ALLWELL Life to build and manage the Unified Data Platform program and deliver the desired business outcomes.

Look forward to embracing this important and challenging journey together. IBM India Pvt. Ltd. ("IBM") is pleased to submit this proposal to assist **ALLWELL Life Insurance Company Limited** (hereinafter referred to as "ALLWELL Life") with the implementation of Unified Data Platform solution as part of PROJECT INSPIRE.

IBM recognizes the significance of the project and the positive impact the Unified Data Platform solution would have on **ALLWELL Life's** business. IBM also appreciates the collaboration demonstrated by **ALLWELL Life** while interacting with IBM to share information about the goals and objectives of this project, current business processes and supporting systems which is a significant first step in beginning the implementation