Leading insurance firm slashes partner onboarding time to 2 days with end-to-end **AWS cloud support & DevOps optimization**

HDFC
Life
Sar utha ke jiyo!

aspire SYSTEMS

attention. always.

Challenge:

With HDFCLife, Aspire Systems worked on the following key factors:

1. What are the major pain points for partners?

2. All-in-one Platform – Can we have one integrated platform for all partner needs?

3. Scalability – Does the platform have the ability to process millions of records quickly?

4. Parallel execution – Can the portal handle data inputs from multiple distribution partners simultaneously?

5. Configurable and customization – Does the platform have customizable features?

Solution:

• Architectural design and support from Aspire Systems accompanied with optimization helps with efficient performance of the site.

About the Client

Our client is one of the top life insurance providers in India. HDFCLife offers not only a range of individual and group insurance solutions, but also meets various customer demands with protection, pension, savings, investment, and health plans. They also have over 30 individual and 10 group products in their portfolio which cater to a versatile range of customer needs.

The Need

As a constantly growing business, our client was on a search to improve performance. They were looking to make their application more scalable, with lower maintenance, and higher availability. They were in need of a single integrated platform that could be customized as their business changes and could handle large volumes of records quickly.

Results:

- Decreased partner onboarding time from 4 months to 2 days

- 150% increase in revenue per product

- Increased number of partners from 10 to 150

- Migrating application stack from EC2 servers to ECS cluster

- Build the ECS setup using CloudFormation Stacks

- Decreased efforts of manual entry into the policy management system

- Enhanced efficiency to support new and existing customers

Aspire's solution

Aspire was able to formulate a solution for the client that provided them with high availability along the load balancing factor. An Agile and DevOps project implementation structure was set up so the portal could be launched quickly. The digital product engineering team, along with the domain expert, developed the all-in-one partner portal, which comprised several modules supporting a wide range of functionalities. The team used AWS services such as Amazon S3, ECS, RDS, Lambda, and DynamoDB to develop the new portal and its modules.

A dedicated development team working on the code pushes and the optimization of the site helped customize solutions for HDFCLife. Issues were checked at the root with our infrastructure and development team working on them constantly. Services like Amazon Cognito was used to securely store user data for authentication and authorization across the platform. Amazon CloudWatch, a monitoring service, was used to monitor logs generated from instances and to alert the support team of the health of the production instances. Microservices and APIs allowed the client to enhance their support efficiency as they could reduce the manual effort for policy management system entries.

The new portal decreased partner onboarding time from 4 months to 2 days. Thanks to our past engineering experiences, domain expertise, and the right set of technologies for front and back-end development, the client recorded a 150% increase in product revenue per item. The client was able to increase the number of their partners from 10 to 150 with fast delivery cycles, and re-platformed legacy system.
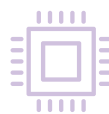
Best practices:

· Scalability

· High availability

· Performance

· Cost benefits
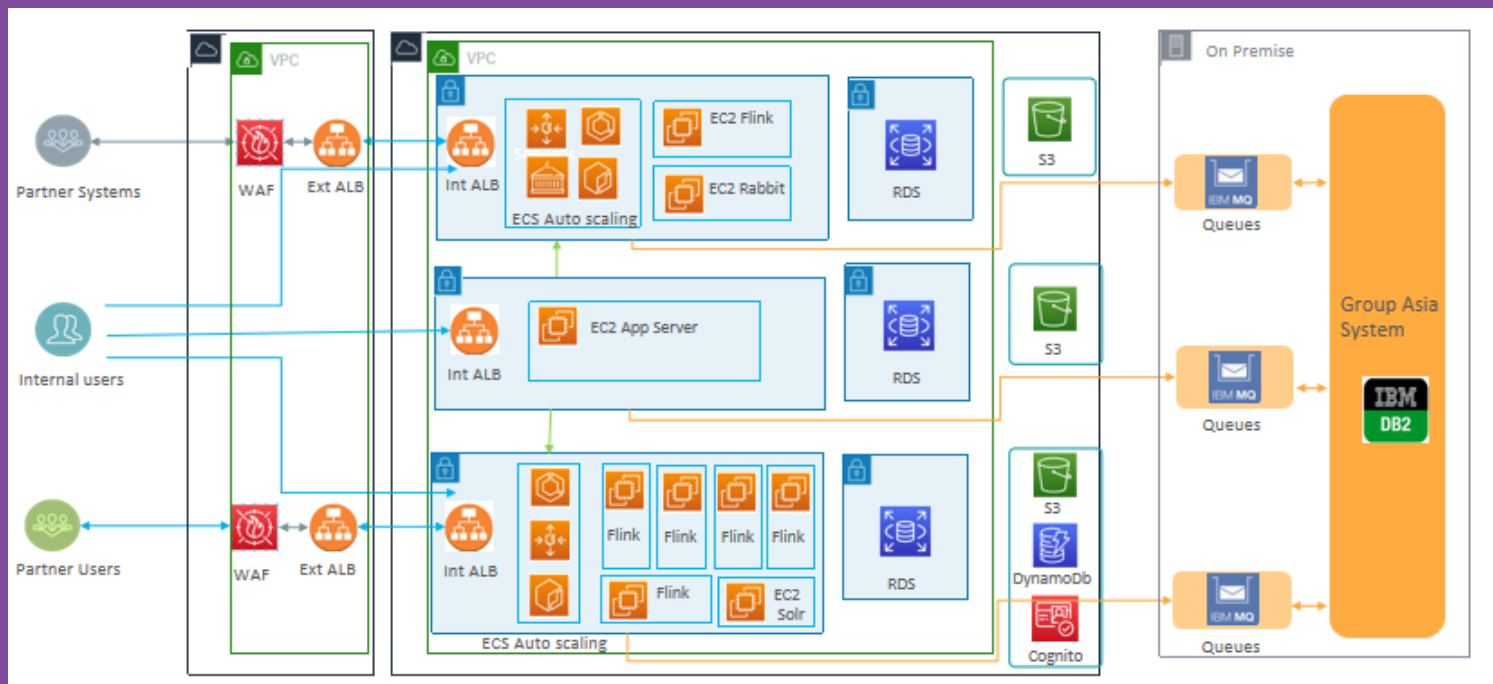
Technology Snapshot

» EC2 launch ECS cluster

» ECS Fargate cluster

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