



Customer success story

The largest provider of supplemental insurance in the US and Japan operates a next-gen, integrated multi-boutique business model

About the customer

Our client, a Fortune 500 company, provides financial protection to millions of customers and policyholders through its subsidiaries in the US and Japan. For more than six decades, their strategy for growth has remained consistent by developing supplemental insurance products and selling them through expanded distribution channels—while maintaining a commitment to reducing their environmental footprint.

Customer challenge/business requirements

Their key strategic objective is to increase sales by implementing a direct-to-consumer (D2C) business model. This approach aims to drive top-line growth by enhancing the customer experience, strengthening the existing agent channel, and rapidly introducing innovative products. Our client has set targets of \$130 million in annualized premium for consumer markets in 2023 and \$200 million in 2025. With this, they will adopt a new, digitally native approach to products and distribution that will enhance the customer experience and simplify processes.

Cognizant solution

Cognizant aligns with our client's transformative vision. As the implementation partner, we leverage EIS®—a software platform hosted externally on the cloud—to help them achieve their goals when managing policy administration, billing, claims and underwriting systems.

Cognizant's Greenfield Multi-Service Line leverages AWS hosting for its business process as a service (BPaaS) platform powered by EIS®. It provides various functionalities through different portals, including the sales portal for “quote-to-buy,” the customer service portal for post-sales transactions and claims, and the agent portal—a correspondence system that offers mailroom services, contact-center support and printing capabilities. The platform seamlessly integrates with over twenty clients and third-party interfaces. Cognizant's Digital Operations team also offers third-party administrator (TPA) services for all post-sales transactions—incorporating features such as live chat, co-browsing and interactive voice response (IVR).

Cognizant developed and delivered via AWS cloud three major portals, EIS applications and databases. The workloads include 100 VM's - Linux and Windows, 15+ DB, 50+ serverless lambda, 200+ Containers in ECS, EKS and API

Gateway, with key application technologies—EIS, Java with Node.js.

- Provisioned high availability and DR (Disaster Recovery) across regions for critical applications and configured AWS backup for critical components and replicated the production AMI backup for DR sites
- Enabled S3 cross replication for critical data objects, and implemented DevSecOps through Git, Jira, SonarQube, Nexus, DAST, SAST scans and Prisma Container Imager scanners
- Cognizant's intelligent platform allows monitoring, reporting and IT process automation using Zenoss, CloudWatch, AppD and Cognizant Automation center
- Established hybrid networks using S2S (Server-to-Server) tunnel via Barracuda NextGen Firewall, Network hub in AWS with Transit Gateway within client's network
- Enabled end-to-end SSL and data at rest encryptions to comply with HIPPA and PCI
- Adapted CCM (Cloud Controls Matrix) and Cognizant CSR (Corporate Information Security Requirements)



Architectural attributes

- Server based and serverless architecture with Lambda, CloudFormation, Route53, Barracuda CloudGen Firewall (L4), WAF(L7), AWS AD
- CloudFront, API Gateway
- Containerized microservices applications using ECS (EC2/Fargate), EC2, RDS, DMS, DynamoDB, FSx, EFS, S3, AWS Backup
- UI/UX - Spring, AngularJS, Node.js, Java, JSF
- SOI - Akka, Play Framework, Swagger
- SOR - EIS, Spring Framework, Java, Quartz, Solr
- CI/CD - Jenkins, Mercurial, Nexus
- Platform – EIS
- Post go-live support—cloud native monitoring and state of the art reporting through Fluent bit, CloudWatch and Zenoss

Results

Cognizant implemented a BpaaS solution for the client, which allowed them to optimize many aspects of their insurance process and delivery mechanisms. Their sales portal included major improvements:

- Faster time-to-market with cloud-native digital platform ecosystem to build, test and launch new products
- Improved access to product by 127 million US consumers, leading to 73% overall increase in earned premium by 2.0-2.5% CAGR
- Improved operations by auto adjudication of 65% claims and 50% intake through digital channels
- 70% increase in quote-to-conversion
- Robust sales and self-service portals to achieve 79-80% persistency
- Increased availability: Cognizant third-party services handle 1million transactions per year, freeing-up resources for strategic initiatives
- Improved service and transparency leading to a potential 40% reduction in operating costs
- Automation of up to 90% of tasks across infrastructure services using CloudFormation and CICD pipelines
- Received Cognizant's GPOY (Global Project of the Year) 2020 award for this project



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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