



Customer success story

# Laying the foundation for a generative AI-powered business

An AWS-powered generative AI platform helps an insurance company accelerate innovation.

## About the customer

Our client is a leading multinational insurance company, with 18 million customers across its core markets. It is a top provider of general and life insurance in the UK and provides wealth management services.

## Customer challenge

Our client, a leading insurance company, is developing a generative AI platform which will be the foundation for several use cases, including claims summarization. We helped the insurer investigate the benefits of using a model directory (Amazon Bedrock) for the platform, compared to the existing hosted solution using individual models.

For the insurer, it was important to create a repeatable approach that can be used going forward as the business continues to implement new use cases and applications.

The company wanted to ensure that the platform was fit for the future, with appropriate guardrails in place and a strategic approach to the software development lifecycle.

## AWS + Cognizant solution

To accelerate the project, we deployed two concurrent workstreams—one to compare the performance of models accessed through Amazon Bedrock with the performance of the existing hosted model, and one to review and progress the development of platform architecture, security processes and the software development lifecycle.

Our team developed a range of tests to thoroughly assess model performance, both programmatically and with a “human in the loop” approach. Two foundational models were identified and tested using Amazon Bedrock, with the output analyzed and compared to that of the existing solution.

The assessment criteria considered several key factors around cost, agility and performance. Bedrock’s Guardrails and model evaluation capabilities were also assessed, with recommendations provided on best practice and suitability for different use cases.

The team also developed a strategic approach for the client’s software development lifecycle (SDLC), to ensure responsible use of AI and alignment with business objectives for future use cases.

## Architectural attributes

Amazon Bedrock, AWS Lambda, Amazon EKS, Amazon S3, Amazon Relational Database Service (RDS)

## Outcomes and results

Our team found that Amazon Bedrock was an effective foundation for the company’s generative AI platform, with high levels of performance at a significantly reduced cost.

The ease of use and simplified integration provided by Bedrock would enable the business to create a scalable platform for continuous innovation, accelerating the development of generative AI use cases.

We also defined a six-stage software development lifecycle, providing the insurer with a best-practice approach to managing the development and implementation of new use cases. Cognizant is now working with the insurer to roll out the generative AI platform and begin developing the initial use cases.



## About the partner

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. We engineer modern businesses to improve everyday life. Our unique industry-based, consultative approach helps clients transform technology, reimagine processes and transform experiences, ensuring businesses remain agile, relevant and ready to run more innovative and efficient enterprises.

With AWS as our partner, we focus on the outcomes that matter most to businesses and underpin our solutions with deep industry experience and market-leading IP. Cognizant brings more than 13,000 AWS certified professionals, dedicated AWS certified consultants in 43 countries, hundreds of customer launches and successes, and more than 70 transformational blueprints to drive innovation beyond cloud migration.

As a premier consulting partner, Cognizant holds numerous AWS competencies, including AWS Mainframe Migration, AWS SAP, AWS Migration, AWS Financial Services, AWS Healthcare, and AWS Life Sciences. Partner programs include AWS Well Architected, AWS Managed Service Provider, AWS Marketplace Seller, AWS Solution Provider Program, and AWS Public Sector Solution Provider.



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