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BPaaS insurance platform built on AWS

About the customer

The customer, Aflac, is an American insurance company that provides supplemental insurance to help individuals and groups with medical expenses that are not covered by major medical insurance. Their primary products include accident insurance, cancer insurance, hospital indemnity insurance, dental insurance and vision insurance. Aflac's policies provide cash benefits that can be used to pay for out-of-pocket medical expenses or other living expenses that arise as a result of an illness or injury.

Customer challenge

A leading Insurance company wanted to implement a D2C business model to enhance the customer experience by introducing innovative products, simplifying processes and achieving a best-in-class operating model. They aimed at designing new products from the customer's point of view, offering the right coverage at the right time. The company looked for strategic areas to improve the customer experience and develop new solutions based on market needs and customer demand.

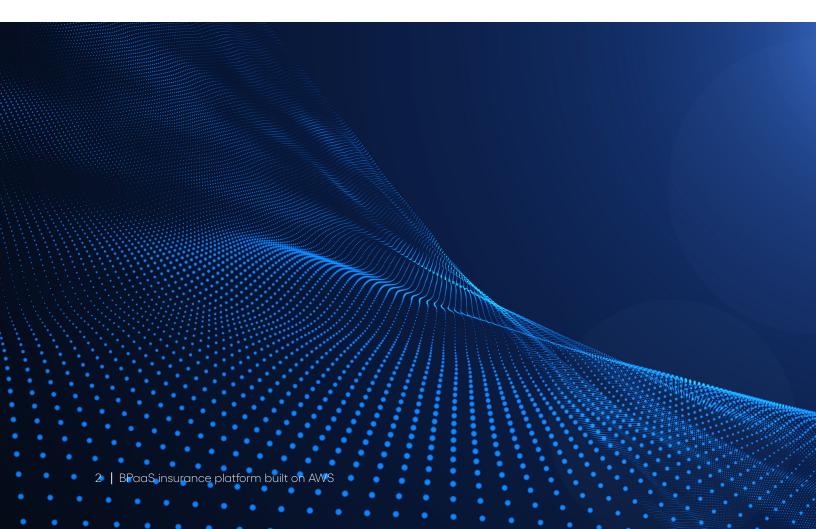## AWS + Cognizant solution description

TThe Customer engaged Cognizant to deliver a new platform for their consumer market. Cognizant was responsible for end-to-end implementation of this platform, which incorporates the utilization of EIS® software (referred to as the "EIS Software") as the policy administration system for insurance products implementation and post-issue service engine. Additionally, a custom-built sales portal was developed as digital channel for sales, while a member self-service portal was created to facilitate post-issue

policy servicing. These portals interact with third-party partners to support three insurance product lines—critical Illness insurance, accident insurance and cancer insurance.

To optimize resource utilization and enhance performance, the customer applications were deployed on ECS (Elastic Container Services) containers, with the container size tailored to the specific processes being executed. The ECS on EC2 instances were later migrated to ECS Fargate (Serverless Container Engine) in order to optimize costs.

Outcomes/results

Our solution enabled the customer to build a comprehensive Green Field BpaaS Insurance platform, which is currently hosted and managed within Cognizant's AWS account. With the successful launch of this new platform, significant milestones were attained, including the sale of $13.3M in premiums and the processing of 22K policies, with an additional 6K claims received. By consistently prioritizing customer satisfaction and diligently enhancing the platform, the company has built a strong reputation in the insurance industry, positioning itself for long-term success.

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, re-imagine 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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