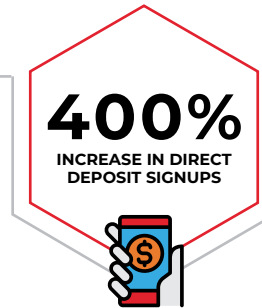




TRANSFORMATION AND AWS: FUTURE-PROOFING THE CUSTOMER EXPERIENCE



RESULTS:



THE BACKGROUND

Founded in the 19th century, this Fortune 100 P&C insurance provider faced several challenges associated with legacy applications and services core to its business. Driven by a need to provide a better customer experience, the company enlisted DMI to create a strategy rooted in design and cloud native development.

Key challenges included complex and outdated systems that were too expensive to maintain. Current infrastructure did not support agility, transparency or automation and customers faced a fragmented, inefficient online experience.

THE CONNECTION

The insurance provider was looking for a partner relationship instead of a vendor relationship and wanted to consider an emerging player who understood their vision and story. They chose DMI, an AWS Partner Network (APN) Select Consulting Partner, based on expertise and prior experience.



THE COMPETENCIES:



SERVICES

- Product UX and Strategy
- Agile Delivery Model
- UX and Application Development



TECH STACK

- AWS Lambda
- Amazon API Gateway
- AWS Appsync
- Amazon DynamoDB
- Amazon RDS
- Amazon Simple Notification Service
- Amazon Simple Queue Service



PARTNERSHIPS

- Amazon Web Services



THE OUTCOME

The engagement began with a customer-centric approach, interviewing more than 50 users to define key personas. Using a Scaled Agile Framework (SAFe) methodology, Lean-Agile product strategy and development, DevOps, and DesignOps-- The insurance company now has a modern application and cloud-enabled approach to better meet customer demands today and for years to come.

REDUCED
CAPITAL
EXPENDITURE



IMPROVED
STABILITY AND
AGILITY



HIGHER
CUSTOMER
CONVERSION
RATE



REDUCED
TECHNICAL
DEBT AND
TCO



THE BENEFITS

With its bold move to the public cloud, the company is now ready to take advantage of all the powerful and emerging technologies available including IoT, Data Analytics, AI and Automation that will benefit its frontline business.

B2B: The state-of-the-art AWS cloud-enabled customer portal elevates client retention, scalability, brand awareness and competitive advantage.

TESTIMONIAL

"DMI has been a true partner to [our company], having put in the time and effort to deeply understand our business operations and priorities. Their partnership has helped us transform outdated digital experiences and learn new ways of delivering technology – all with a laser focus on our customers."

- P&C Business Insurance Leader