



Let's Solve

Case Study

New Revenue Opportunities with Robust API Management Program for Insurance Major



A Larsen & Toubro
Group Company

Client

Leading US-Based Insurer

Business Objectives

The insurer had access to a large database of customer information, which included health history, financial data, education information, etc. The client partnered with LTI to create a scalable integration platform. This platform would connect with third-party applications & devices, and capture the data generated by these applications to develop bespoke insurance products in healthcare, career planning and wealth management businesses for their customers.

LTI Solution

- Setup an “API-centric” framework to add new lines of business.
- Conceived a 3-year plan to develop products for three lines of business - viz. Health Management, Career Management and Wealth Management.
- Setup an API CoE for the client, with Apigee API Management Platform as the recommended tool for API management. The CoE was categorized into three groups:
 - **Finance and Monetization Team** – Identify and assess API monetization options
 - **Product Team** – Evaluate and assess the proposed APIs for build and implementation
 - **Technology Team** – High level design, development, and testing of APIs

Business Benefits Delivered

- 50% increase in operational efficiency with API-based connectivity.
- 140+ API proxies deployed for faster integration with third-party systems.
- 20% ROI improvement with API monetization.

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions company helping more than 420 clients succeed in a converging world. With operations in 32 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTITes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Ltinfotech.com or follow us at [@LTI_Global](https://twitter.com/LTI_Global)