# ACCELERATING PRODUCT DEVELOPMENT FOR A LEADING INSURANCE PROVIDER

Countries we operate from

# CHALLENGE

INT.

A top-tier insurance company was struggling with long product development cycles that delayed the launch of new offerings.

Slow go-to-market timelines led to **missed seasonal and competitive opportunities.**

Siloed teams and delayed feedback loops caused **frequent rework and delivery slowdowns.**

Manual QA processes resulted in **last-minute defect discovery and unstable releases.**

Lack of real-time user feedback led to **products misaligned with customer needs.**

# INT'S SOLUTION

INT. partnered with the client to co-develop a digital insurance product platform that bundled term, motor, and travel policies into a single, configurable interface.

- **Product Planning:** Defined scope and created service layers for policies.

- **Agile Development:** Released core features like quote engine and payment gateway in bi-weekly sprints.

- **CI/CD Setup:** Used Jenkins and Selenium for workflow automation.

- **Feedback Loop:** Added analytics to capture user behavior and usability issues.

- **Secure Architecture:** Ensured data handling met IRDA guidelines with encryption.
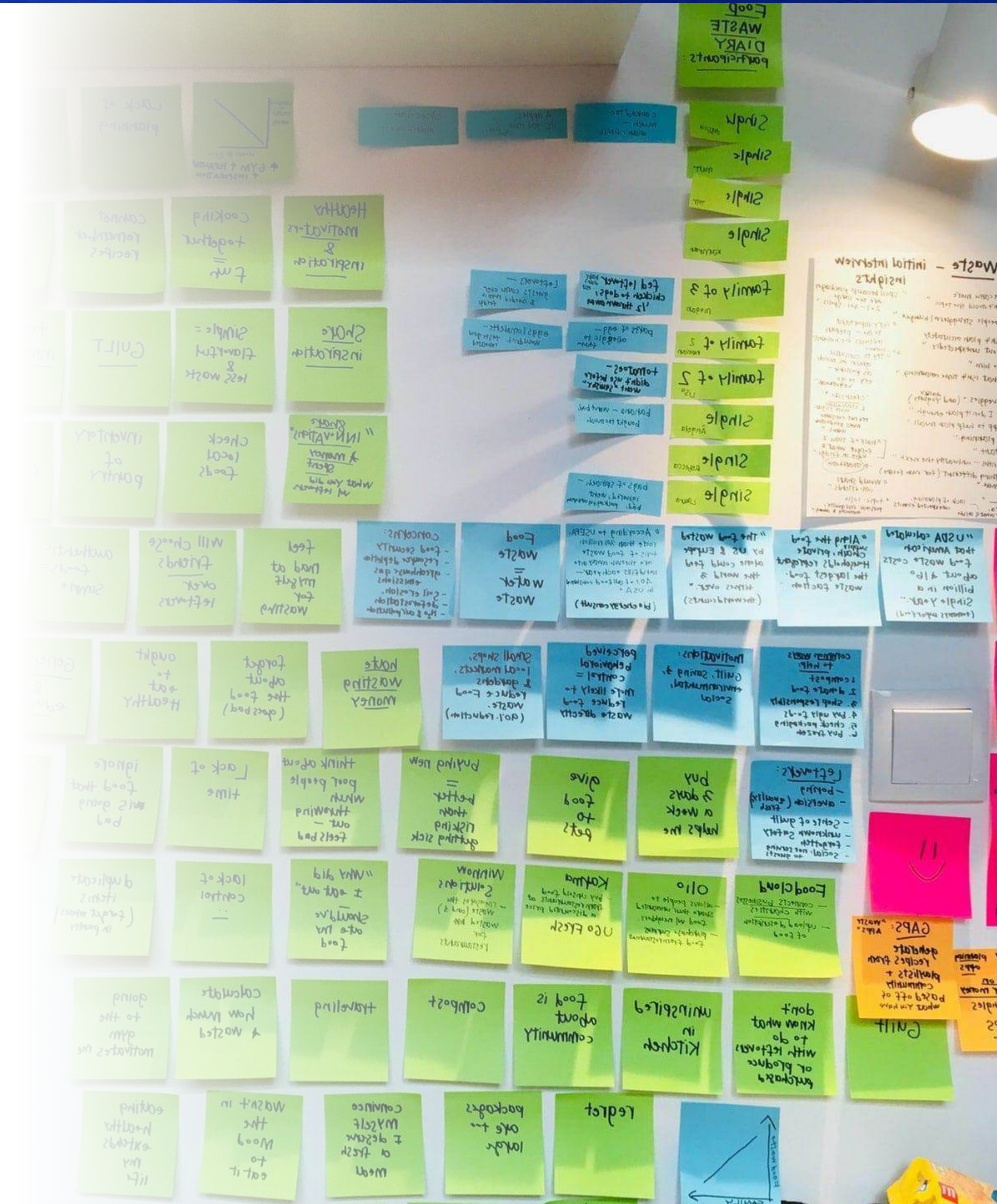
# INT. followed its **5-step product engineering lifecycle**

## 01

**Discover & Define:**
Mapped out existing product delays, stakeholder priorities, and technical bottlenecks.

## 02

**Design:**
Created a scalable architecture, front-end, and microservices backend.

## 03

**Develop & Integrate:**
Shipped working features every two weeks with demo days, client QA reviews, and UI tweaks.

## 04

**Test:**
Embedded automated testing at unit, regression, and API levels within the CI pipeline.

## 05

**Deploy & Support:**
Launched with real-time monitoring and hotfix-ready deployment process.

# IMPACT

INT.

## 3x
**faster product launches** — Reduced time-to-market from 9 to 3 months.

## 62%
**fewer production defects** — Driven by CI/CD and automated testing.

## 95%
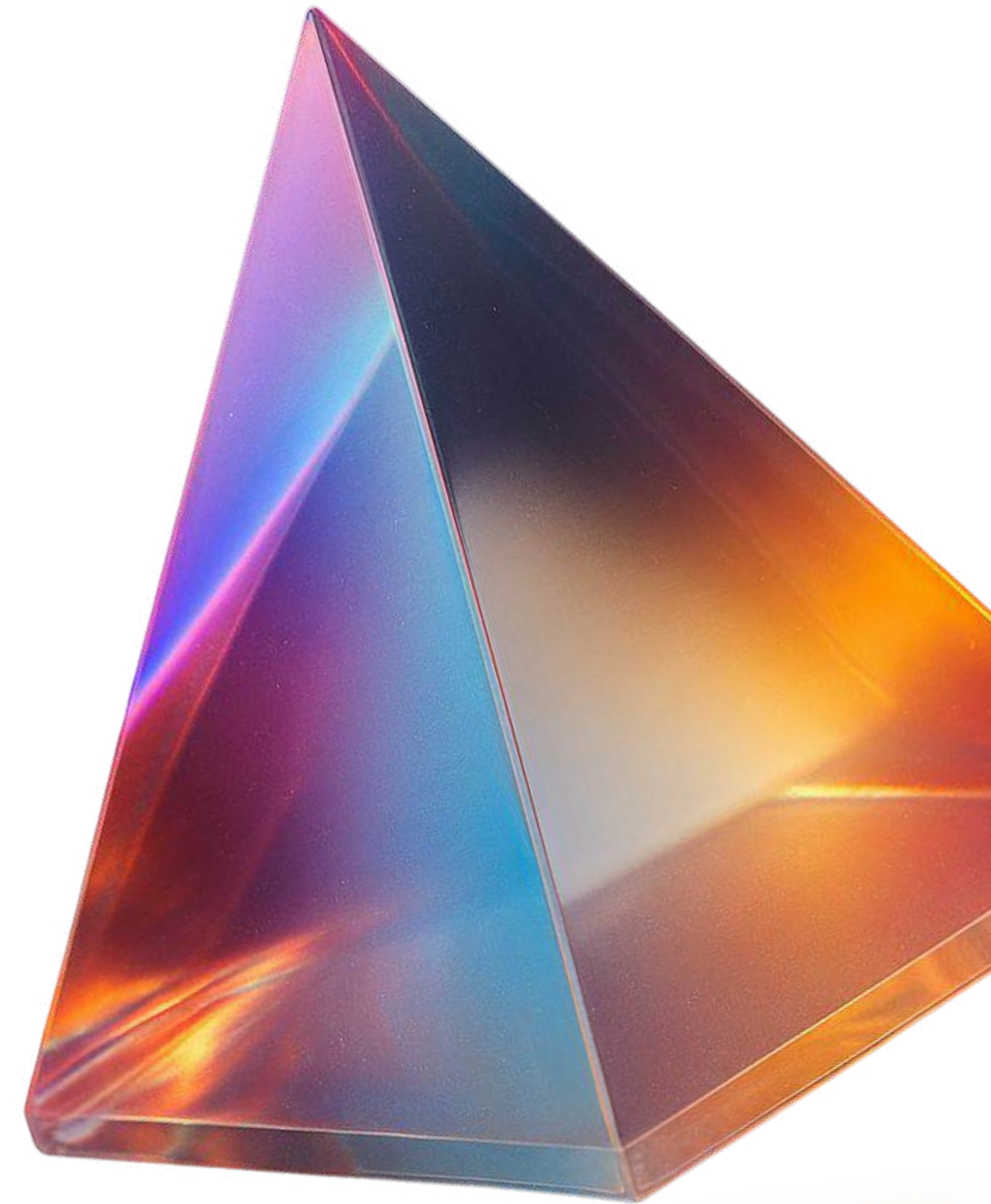**sprint predictability** — Achieved via agile velocity and stable burndowns.

## 28%
**higher CSAT scores** — Measured post-launch across user touchpoints.

## $2.3M
**revenue uplift** — From quicker rollout of 3 insurance products.

## 80%
**test automation** — Reduced manual QA and improved release quality.

# INT.

## Let's Help You

# Delight Your Customers
# - The easiest way to achieve growth

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INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.