



**Insurance company  
optimizes digital  
marketing platform  
with AWS**



## Client background

**Client:** Fortune 500 US-based company

**Industry:** Insurance

**Products or services:** Insurance,  
Mutual funds

**Area of operations:** US

**Number of employees:** Over 15,000

## Challenge

With the rapid advancement of technology, digital channels and tools are becoming the primary route to serve investors and advisors better. The client's content management platform (AEM), a mission critical application, was accessed by investors and finance professionals (over 27K users), and tightly coupled with 14 interfaces. This platform was built on Red Hat Linux, and its SQL Server database and active directory were hosted on Windows servers.

One of the key pain points was the lead time taken to retrieve historical data from tape drives while meeting compliance needs. They wanted to rebuild and migrate their digital platform to public cloud. For this, they were looking for a partner who could understand their business values, and bring in the right set of technology and **bring in the right** business credentials.

## Migration of mission-critical content management system to public cloud enables great digital experience

## Solution

Wipro put together a comprehensive approach to deliver the solution strategy. We provided development services, managed services, and moved their private cloud infrastructure to public cloud to drive business value.

Wipro enabled migration of the AEM platform to AWS cloud. The entire migration was completed in a span of 18 weeks, which included discovery/assessment, design and set up of AWS architecture, data migration and integration, user acceptance testing, cutover and go-live.



## Business impact

The client built a reliable, flexible and transparent cloud infrastructure platform for AEM and laid the foundation for delivering great digital experiences. The client is now not only realizing the value of infrastructure flexibility gained through this migration to AWS, but is also having a footprint from where they can take advantage of technologies like AI and ML.

### Key benefits include:



Time taken to retrieve historical data - reduced from 7 days to 1 day



Higher scalability and agility by leveraging new technologies at the right time



High availability of the application to the end customers



“This engagement reinforces Wipro’s ‘Digital first’ strategy and differentiated offerings on AWS Cloud. We helped the client transform their digital marketing platform to a highly scalable platform on public cloud. The migration was carried out with minimal disruptions and zero-outage, thus ensuring business continuity.”

### Pankaj Misra

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