



Digital Mobility Solutions

MAKE VS. BUY



While most organizations might prefer to buy digital mobility sales solutions, some prefer to make them in-house, either because of poor vendor selection processes or because they have had bad experiences with mobility vendors.

Those that do opt to make them, encounter problems such as the quality of application, human resource related issues, or enhancement and maintenance of the application in the medium and long-term as it is not their core competency.

Points to consider while deciding to make or buy

► Resources

- Finding and retaining high quality resources (digital programmers, testers) with relevant experience for digital point-of-sale systems is difficult.
- Applications developed in-house often become obsolete because key resources quit.
- Attrition within IT industry is in excess of 30%.
- It is not easy to get good digital application development personnel.

► Application upgrade in the short, medium and long-term: As digital technology evolves and changes rapidly, it is important to ensure that the system is constantly upgraded, based on:

- Business requirements e.g. Configuration of current and new insurance products in the digital point-of-sale system.
- Procedural and regulatory changes such as changes in taxation, record-keeping, customer acknowledgement, etc.
- Technology changes such as new versions of operating systems-Android Lollipop to Marshmallow, iOS 9 to iOS 10, etc. Applications if not upgraded, become obsolete and may stop working. This requires a lot of R&D while the beta versions are available.

► Companies stand to benefit more if they partner with experts in the field who have worked with Life Insurance companies across geographies and are well-versed in Insurance industry best practices.

► Adoption of new advancements in technology, for example, JQuery, BootStrap, Ajax, JSON Objects, etc., is best done by experts in digital mobility.

► Since digital mobility solutions will be a part of the core strategy of insurance organizations in the future, attempting to build them in-house may result in adverse medium and long-term implications for the business.

OUR PRESENCE ACROSS GEOGRAPHIES

Toronto, Canada

Pune, India

Kuala Lumpur, Malaysia

