

LEVERAGING TECHNOLOGY FOR BETTER SAFETY

Digital Transformation
in Insurance

SIFY SERVICES

REIMAGINING YOUR BUSINESS FOR A DIGITAL FUTURE

Traditionally, insurers have focused on operational efficiencies and standard, one-size-fits-all business models whereas customers today are demanding a personalized digital experience and catalogue that aligns with their lifestyle and needs. Robotic process automation, data analytics, Internet of things, along with hybrid IT ecosystem partnerships will define the future.

TRADITIONAL

- Direct sales
- Distributors

- Life insurance
- Health insurance
- Auto insurance
- General insurance

- Individuals
- Corporates
- Government

- Claims processing
- Policy administration
- Underwriting

FUTURE STATE

- Online-only players offering customized products suited for niche demographics
- Sophisticated online aggregation platforms enabling comparison and intelligent recommendations for insurance policies
- Digital customer engagement channels of insurers and distributors

- Multi-line portfolio, niche products
- On-demand insurance for custom needs for the new digital shared economy
- Hybrid ecosystem: non-traditional technology partnerships for co-creation of niche products

- Personalization of products basis real-time data collected from new-age connected tracking devices used as inputs for insurance premium and renewals

- Ease of payment management
- Customer value management
- Combine improved fraud detection with digitized claims processes



SIFY SERVICES

BUSINESS TRANSFORMATION IMPERATIVES TODAY



Technology partnerships and co-creation platforms
to meet evolving customer needs



Enhance customer experience and loyalty
through product personalization



Focus on distribution channels
to lead and compete in emerging marketplaces such as online and social media



Insights-driven decision making
in risk and fraud management



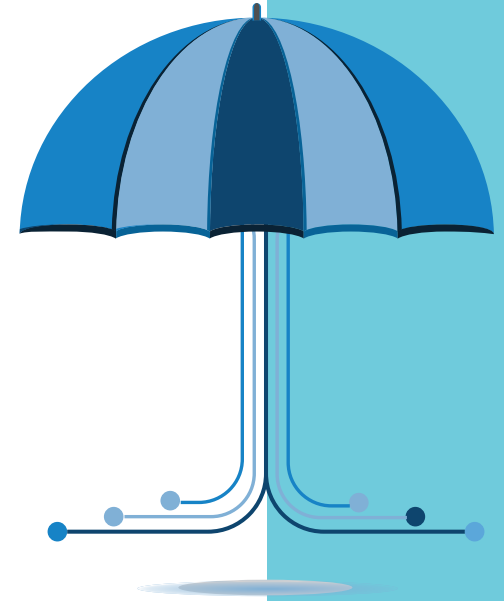
Sophisticated operational capabilities
to enhance business growth



Agile technology
to increase product release velocity



Technology-driven adherence
to regulatory requirements



SIFY SERVICES

Customers today are demanding a personalized digital experience and catalogue that aligns with their lifestyle and needs. Robotic process automation, data analytics, Internet of things, along with hybrid IT ecosystem partnerships will define the future.

TECHNOLOGY TRENDS TRANSFORMING THE INDUSTRY



Hybrid IT as backbone

Key elements of a hybrid IT infrastructure acting as the building blocks of enabling the implementation of emerging technologies



Big Data Analytics

- Big data and analytics to enable precise decision-making in pricing, underwriting and risk selection
- Predictive modeling and IoT to improve policy pricing and risk assessment



Robotic Process Automation (RPA)

- Digitally skilled and engaged workforce whose productivity is enhanced by automation, skill-based prioritization and allocation, collaboration tools and learning systems



Artificial Intelligence/ Machine Learning (AI/ML)

- Artificial Intelligence enabled virtual assistants/ bots to standardize customer experience and engagement across multiple channels and functions (marketing, underwriting and claims processing)



Blockchain

- Decentralized digital repository for efficient fraud detection
- Reduce 'Know Your Customer' (KYC) processes with Blockchain platform

SIFY SERVICES

SIFY AS AN ENABLER OF DIGITAL TRANSFORMATION

SIFY CLOUD AND DATA CENTER TRANSFORMATION SERVICES

MAKE DATA ACCESS MECHANISMS MORE EFFICIENT AND RELIABLE
The move towards excelling at consumer experience and improving lead-to-quote conversion will be driven by consumer data analytics which requires resilient, robust, high-availability infrastructure

SIFY TECHNOLOGY INTEGRATION SERVICES

INTEGRATE LEGACY SYSTEMS
Augmentation and automation in the insurance industry will be driven by AI, which requires the integration of data from multiple sources

SIFY APPLICATION AND PLATFORM SERVICES

ACHIEVE PROCESS EFFICIENCY AND ACCELERATE PRODUCTIVITY
Streamline employee services and customer facing processes; enable setting up the infrastructure and platform environment to meet your employee (self-service, collaboration, productivity, learning) and customer (CRM, security) requirements

SIFY NETWORK TRANSFORMATION SOLUTIONS

CONNECT THE CUSTOMER WITH BUSINESS IN A SEAMLESS MANNER
as the network is uniquely positioned to support the requirements of connectivity, power, policy, compute, security and manageability

SIFY MANAGED SECURITY SERVICES

REAL-TIME MONITORING AND MANAGEMENT
through preventive, detective and corrective mechanisms to combat emerging cybersecurity threats

SIFY MOVES UP IN GARTNER MAGIC QUADRANT FOR HYBRID CLOUD



Sify has emerged a challenger in providing managed hybrid cloud hosting services with unique proposition combining infrastructure, public cloud, connectivity and consistent service delivery.

SIFY SERVICES

DIGITAL TRANSFORMATION GOALS

Goal
Creating value by transforming customer experience

- Uniform omni-channel experience
- Best-fit product recommendation
- Minimize query resolution time
- Increase customer service touchpoints

Technology enablers

Seamless connectivity
 Data analytics
 360-degree view of customer

Sify services



Goal
Create differentiation by re-inventing product development

- New product development and personalization
- Faster product roll out
- Precise product recommendation

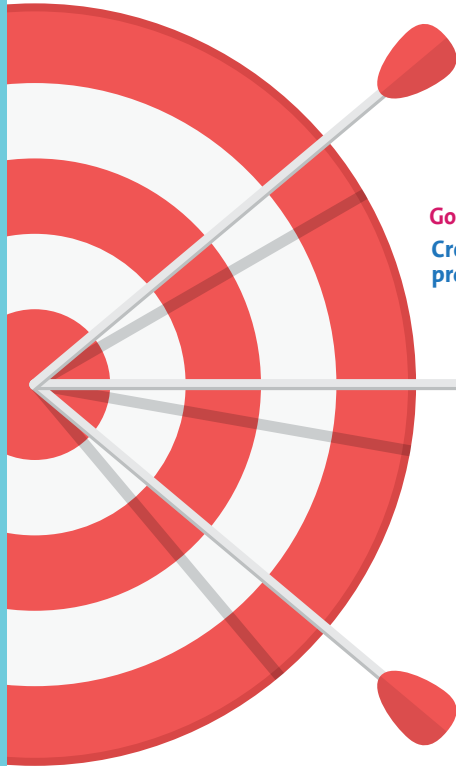
Digital workforce
 Cloud
 Data analytics



Goal
Sustainable growth with strategic business transformation

- Competing in emerging marketplaces
- Diversify lines of business and revenue streams
- Operating model attuned to speed and agility

Integrated technology landscape
 Digital platforms
 Modular IT architecture



 Data Centre Transformation (Cloud) and Infrastructure Services

 Application and Platform Services

 Technology Integration Services

 Network Transformation and Connectivity Services

 Managed Security Services

 Internet of Things

SIFY SERVICES

DIGITAL TRANSFORMATION GOALS

Goal

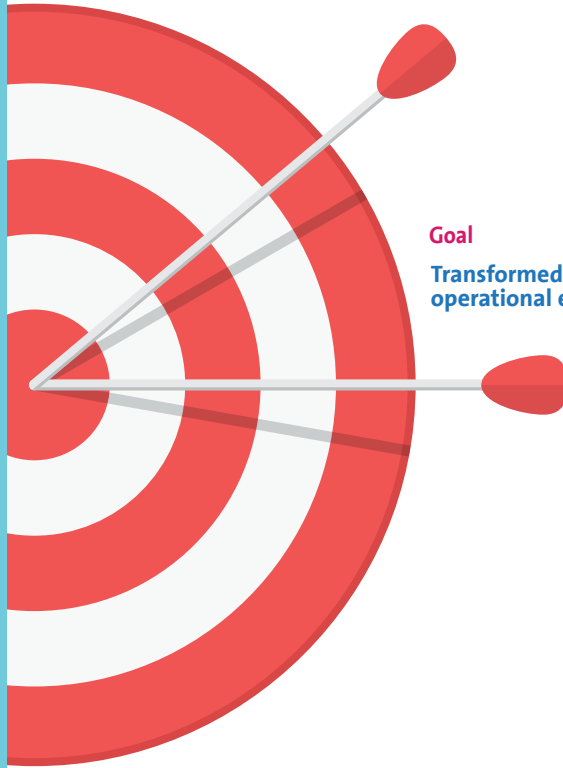
Risk-free transformation with diversified governance

- Adherence to regulatory compliance
- Cybersecurity
- Process transparency and data integrity

Technology enablers

Unified security management
 Risk identification and assurance
 Data integration with external systems

Sify services



Goal

Transformed value chain to achieve operational excellence

- End-to-end automation of repeatable processes to improve efficiency
- Managing voluminous transaction size
- Faster time-to-market portfolio services from partners

Robotic Process automation
 Integrated platforms
 Cloud



SIFY SERVICES

 Data Centre Transformation (Cloud) and Infrastructure Services

 Application and Platform Services

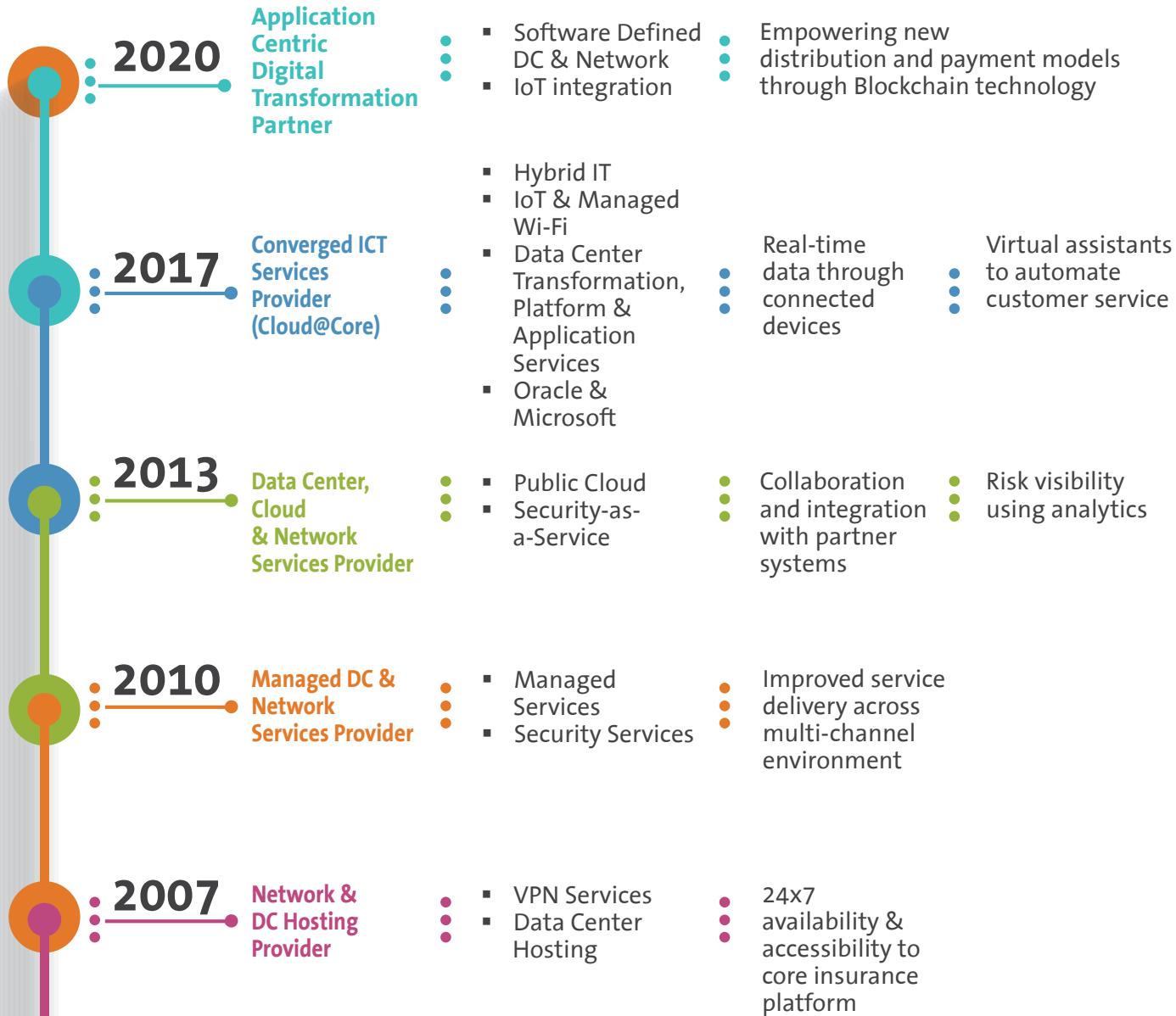
 Technology Integration Services

 Network Transformation and Connectivity Services

 Managed Security Services

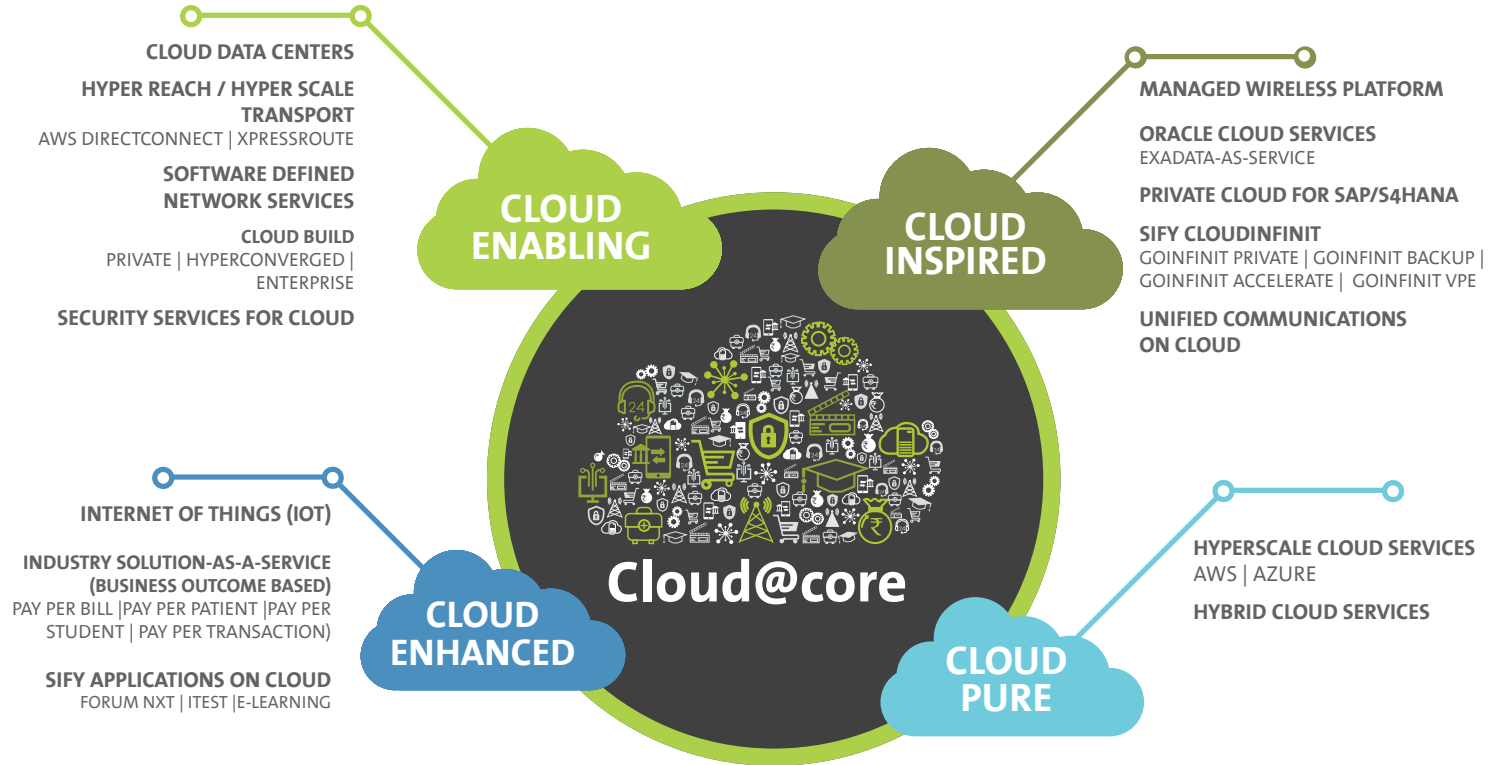
 Internet of Things

SIFY'S EVOLUTION AS A DIGITAL TRANSFORMATION PARTNER



SIFY SERVICES

CLOU@CORE

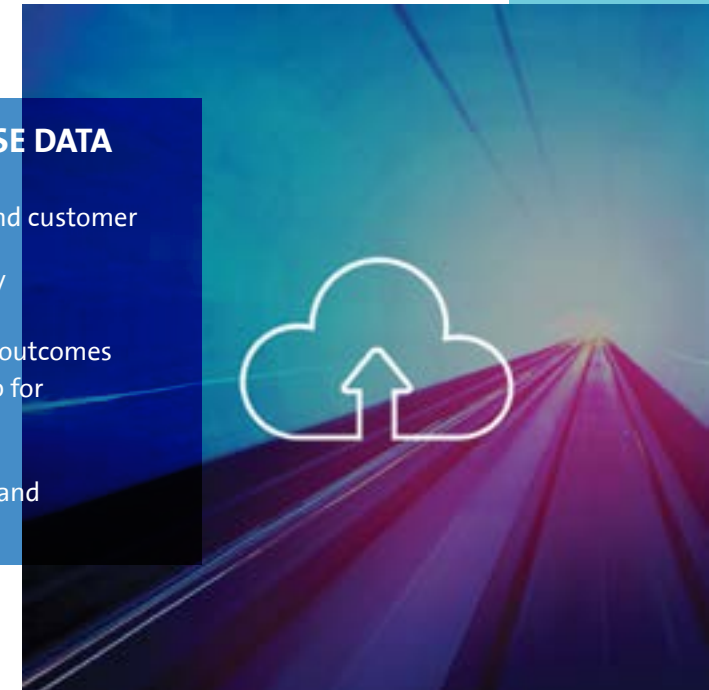


SIFY SERVICES

CLOUD AND CO-LOCATION TO ENABLE BORDERLESS IT

BUSINESS DRIVERS FOR ADOPTION OF THE NEW ENTERPRISE DATA CENTER

- Omnichannel digital experience to drive differentiation, self-service and customer engagement
- Strengthen security apparatus to comply with regulatory frameworks/certifications
- Real-time business intelligence to deliver unique value and predictive outcomes
- Agile IT to innovate faster and scale seamlessly, provide one-stop-shop for customers
- Drive efficiency by hyper-automation, self-learning and auto-healing
- Enable externalization to leverage collaboration with fintech, finance and insurance companies

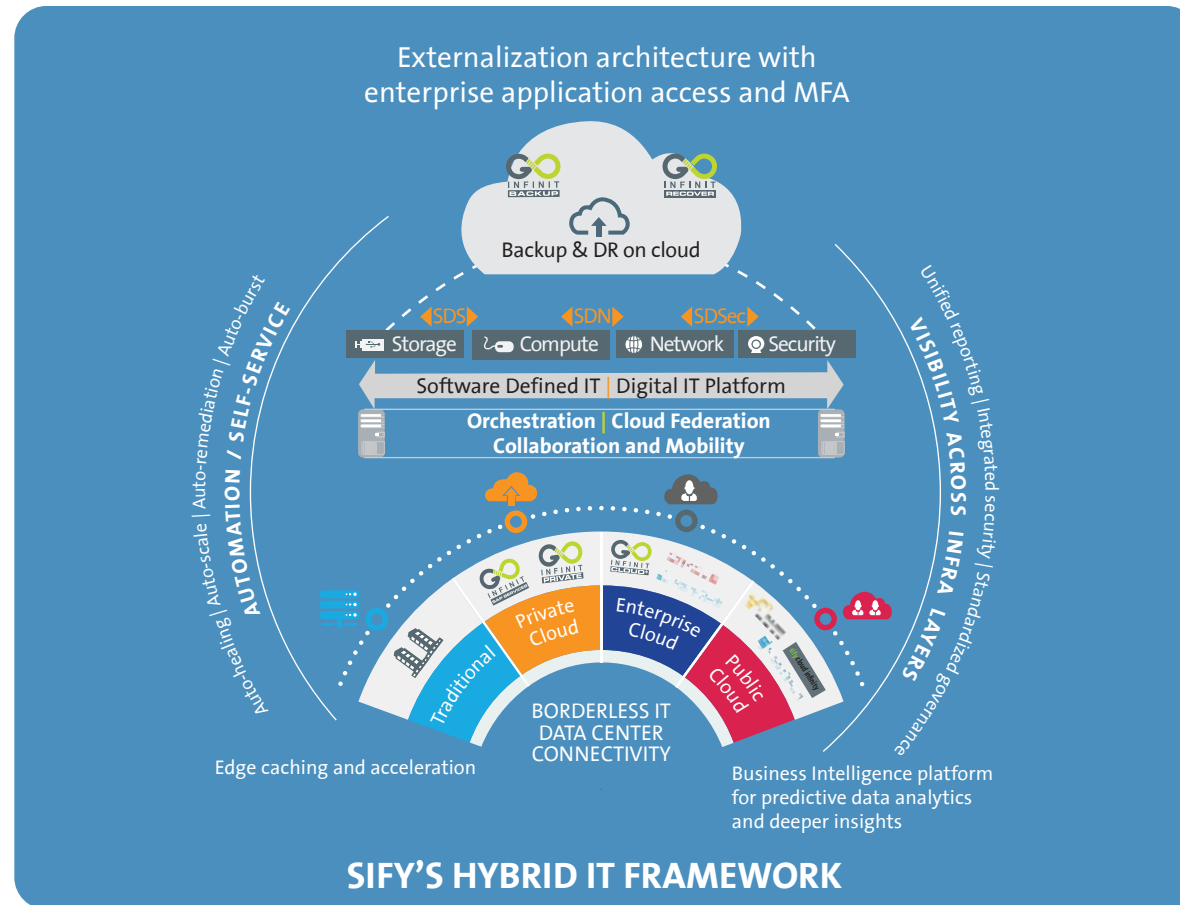


Service-led view of data center transformation and cloud solutions

- Right-fit IT architecture across public, private, enterprise cloud and/or colocation
- Public cloud choices across AWS, Microsoft Azure and Sify enterprise cloud
- Future-ready IT leveraging software-defined network, security, storage and hyper-automation
- Application-centric IT architecture for mission critical apps such as SAP, Oracle, ForumNXT, etc.
- Zero trust security framework across endpoint, infrastructure, platform and applications
- Edge caching and acceleration for secure and omni-channel banking experience
- Externalization architecture with enterprise application access and MFA
- Business intelligence platform for predictive data analytics and deeper insights
- Unified, integrated reporting for predictive analytics, business intelligence and AI
- Agile IT with outcome-aligned commercial models

SIFY SERVICES

CLOUD AND CO-LOCATION TO ENABLE BORDERLESS IT



SIFY SERVICES

Service highlights

- Integrated play across network, data center, IT & security
- Solution choices across dedicated, public or hybrid models
- Aggregation partner across OEM stack, private / public cloud
- 10 public and private cloud service providers at 30+ global locations
- On-demand provisioning & simplified management – add on to MPLS network
- Premium performance / high resiliency

NETWORK TRANSFORMATION AND CONNECTIVITY BACKBONE OF DIGITAL TRANSFORMATION

Business drivers for adoption of integrated networking platform

Scale

With advent of technologies such as Internet of Things (IoT), cloud and mobility the scale of the network and the endpoints has grown exponentially

Complexity

Non-converged voice and data networks over multiple service providers

Agility and Speed

Constant need to support change in the application landscape and ensure continuous service assurance in a global market

Security

Risk of security gaps and absence of uniform security cover across multiple platforms

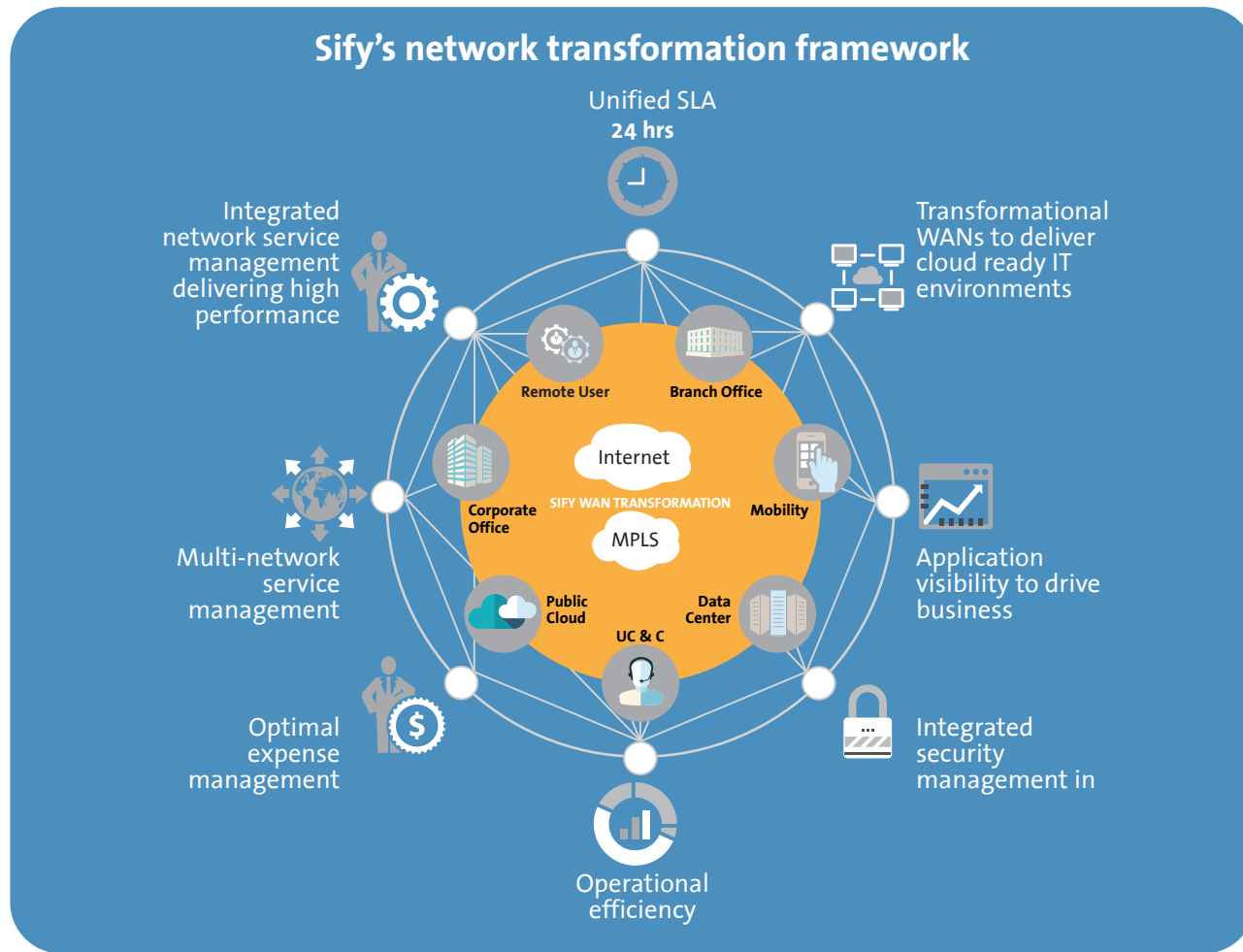


Service-led view of network transformation

- Service-oriented network architecture to ensure reliable enterprise-grade 24x7 connectivity
- Multi-location VPN and Internet services to build a highly reliable WAN setup
- Pro-active network and security monitoring and management through an integrated network operations center (NOC) & security operations center (SOC)
- Global connectivity across cloud nodes for clustered applications, storage replication and disaster recovery services
- Deep expertise across cutting-edge network and security technologies
- SDN (Software Defined Network) CoE (Center of Excellence) to develop world-class SDN centric solutions

SIFY SERVICES

NETWORK TRANSFORMATION AND CONNECTIVITY BACKBONE OF DIGITAL TRANSFORMATION



Service highlights

- Extensive reach across over 1500+ cities
- Global service coverage in over 130+ countries
- 100G ready DCI and cloud interconnect network in 6 cities
- Integrated ITIL based NOC and SOC
- Deep skill sets around network and security domain
- Cloud enabled services on a consumption model

SIFY SERVICES

UNIFIED SECURITY MONITORING AND MANAGEMENT ACROSS INTERNAL AND PARTNER SYSTEMS

Business drivers for securing IT environment

- Advanced data breaches using sophisticated techniques
- Increasing guidance and frameworks from industry organizations
- Increased exposure to hacktivism due to integration of new technologies
- Privacy and data protection regulations

Service-led view of managed security services

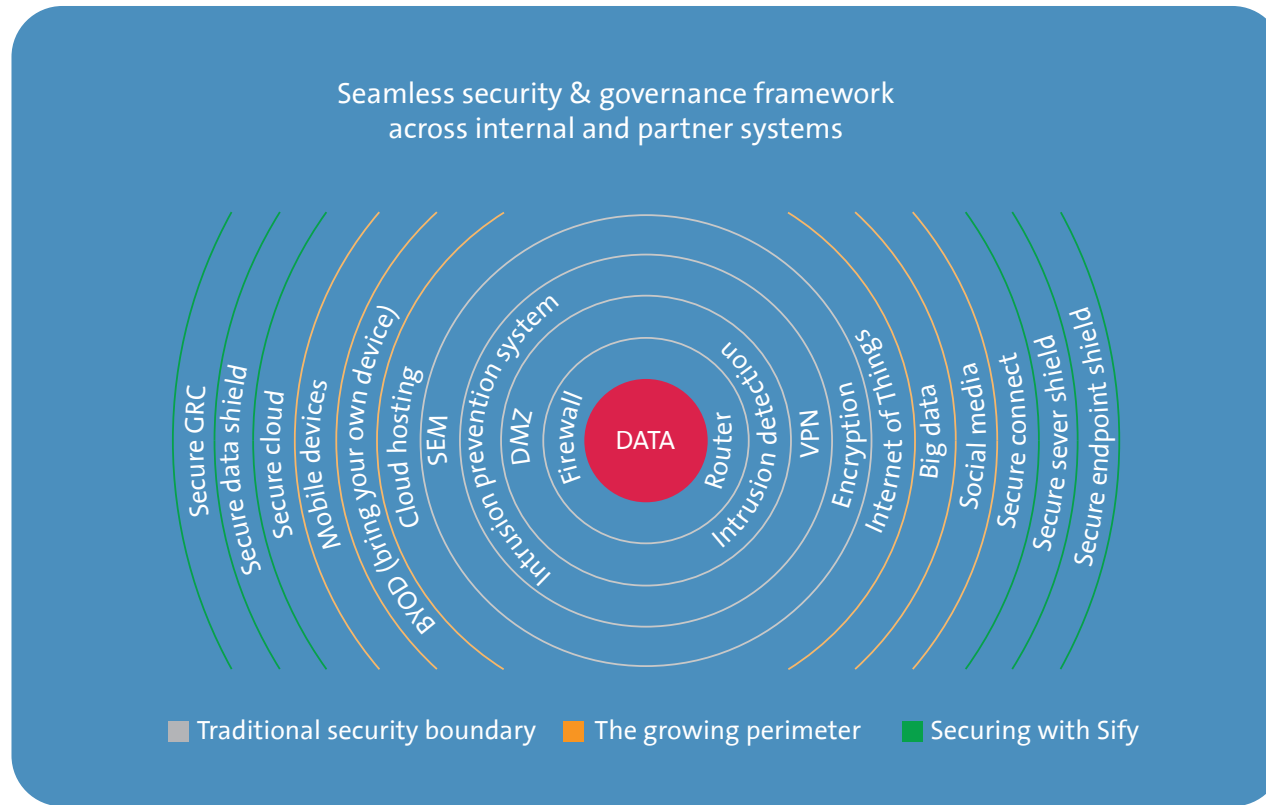
- Mature threat intelligence and analytics framework with integration of hunting and deception platform
- Gartner's intelligence driven security operations centre
- Secure cloud implementation by building tiered protection layers around data that includes multiple perimeter rings of defense
- Secure Connect solution tracks and filters legitimate network connections with customized policies and granular access controls
- Secure Data Shield provides bidirectional protection against malicious sources and sophisticated attacks to ensure data integrity and confidentiality
- Secure Endpoint Shield stops targeted attacks and advanced persistent threats with intelligent security and layered protection
- Sify Assure team delivering audit and compliance around IRDA, IT security guidelines, best practices benchmarking, ISMS, VAPT, Web App, Mobile App testing services
- Unified dashboard portal based security service delivery



SIFY SERVICES

UNIFIED SECURITY MONITORING AND MANAGEMENT

ACROSS INTERNAL AND PARTNER SYSTEMS



Service highlights

- Comprehensive framework of applicable IRDAI and other cyber requirements
- Security transformation capability including design, deploy and managed services
- Threat intelligence to reduce risk from unknown vulnerabilities and threats
- First provider of cyber threat intelligence based security operations
- Partnerships with all leading security OEMs and distributors
- Automation driven security incident alerting and ticketing

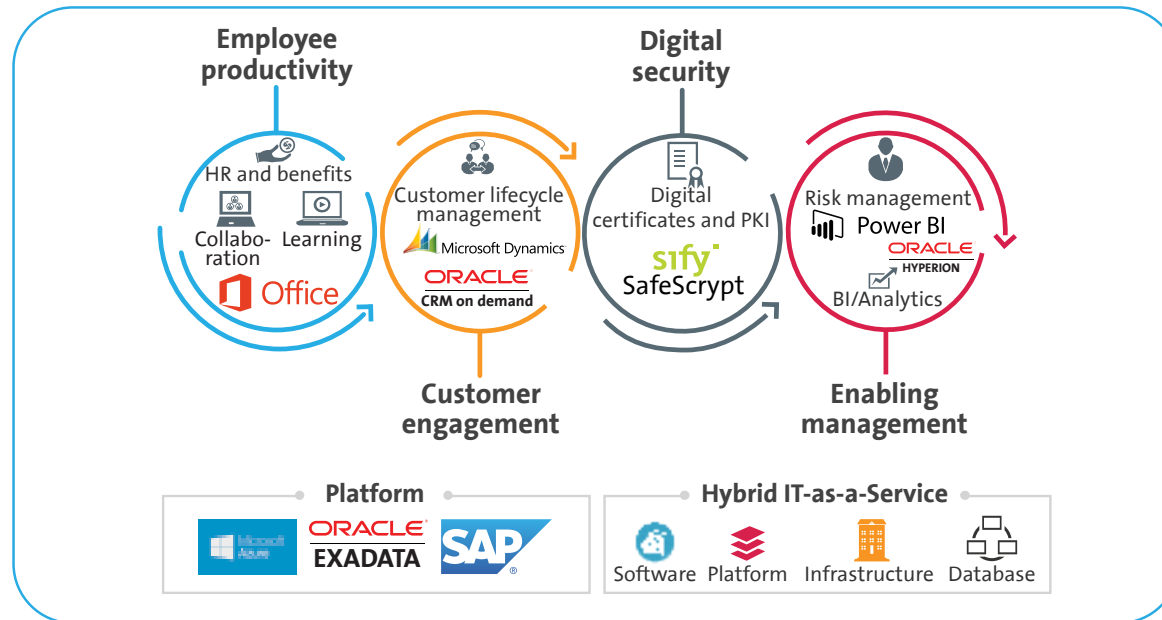
SIFY SERVICES

BUILD A HIGH-QUOTIENT DIGITAL WORKFORCE TO DRIVE PROCESS EFFICIENCIES

Business drivers for securing IT environment

- Achieve faster time-to-market products within a complex multi-vendor environment
- Cost-optimization through reduction in hardware and resource costs for system management
- Cloud-based solutions with scalable and elastic capabilities
- Improved transparency and visibility within the organization through resilient platforms

Service-led view of application and platform services



Service highlights

- End-to-end offerings with infra, platform and software-as-a-service
- State-of-the-art infrastructure for hosting applications and platforms on the cloud
- Comprehensive managed services including infra and application services

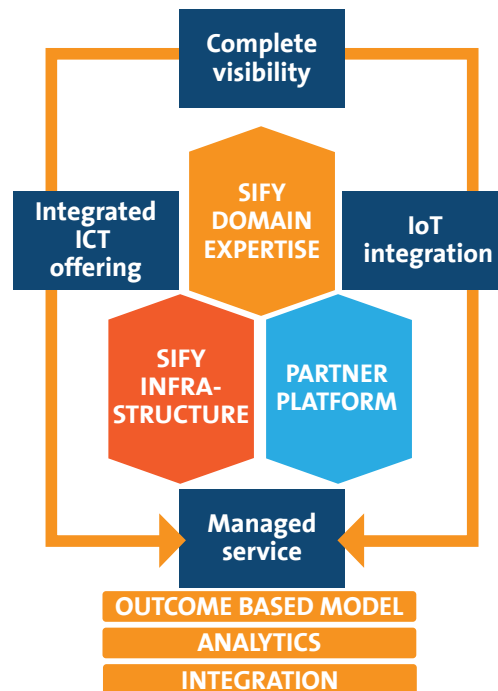
SIFY SERVICES

IOT ENABLING DYNAMIC REAL-TIME ACCESS TO NEW INFORMATION

Business drivers for creating a connected ecosystem

- Creation of an agile, responsive, automated and business-aligned IT environment
- Accelerate product development to stay current and relevant
- Turn real-time data into insight, action and new business models through ubiquitous connectivity
- Build a more efficient workforce and transform underlying process by connecting people with data

Service-led view of turnkey IoT solutions



IoT in insurance

- Insurance claim management through accident reconstruction
- Customized consumer premium basis consumer driver score derived through telematics
- Vehicle theft reduction basis anti-theft alert
- Location-based sales agent management
- Energy management of multiple branch offices

NEC 

Service highlights

- Sify along with partners brings complete IoT ecosystem
- Outcome-based managed service model creating an express innovation platform for design, configuration and integration of IoT based connected products and services
- Achieve ROI as early as six months with enterprise-grade systems and applications

SIFY SERVICES

ENGAGEMENT MODEL

Less hardware, less people and less license

Assets + services systems

Owned by the client and annuity based payout for services



Outcome-based
Client engagement is based on defined business outcome generated by IT solutions and services



PLATFORM

Usage-based
No upfront investment by client and payout is based on consumption



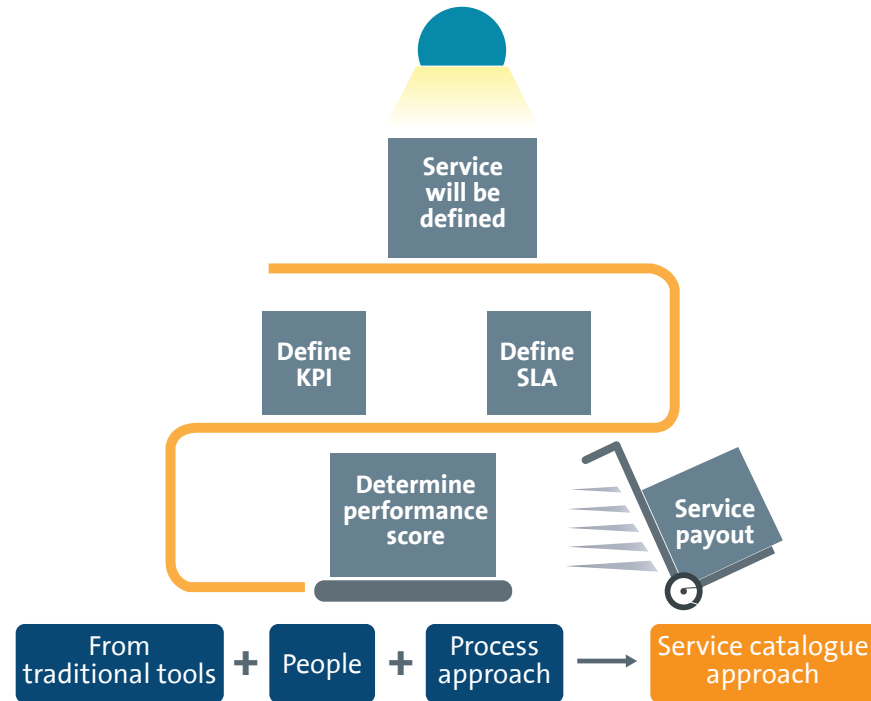
Component-based

Reduced upfront investment as client subscribes to infrastructure owned by Sify, as part of their overall infrastructure requirement

SIFY SERVICES

ENGAGEMENT APPROACH

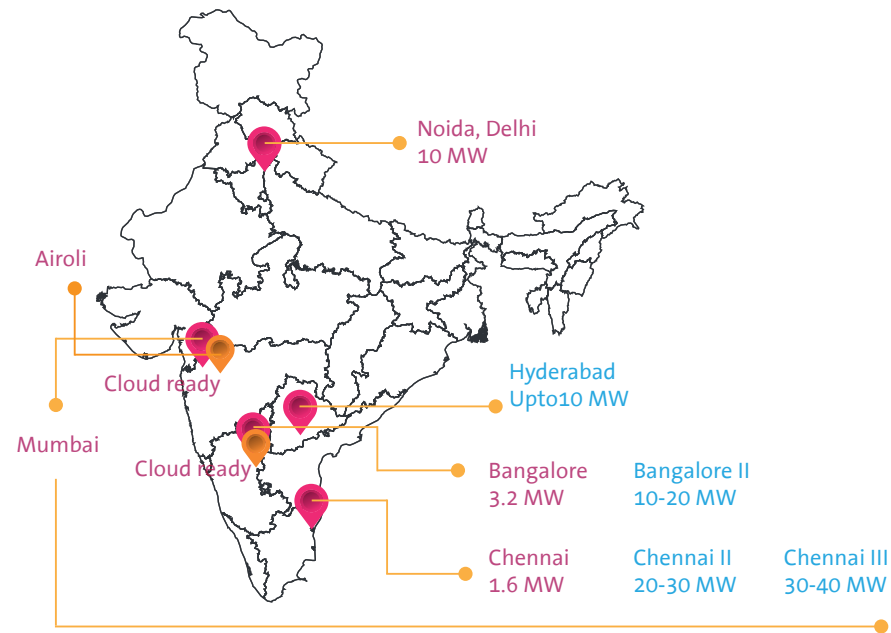
Service catalogue based managed services framework



Elements of service catalogue – illustrative	Elements of service catalogue – illustrative	Total service charges	Performance score	Payout eligible
Service catalogue	Asset management related service			
Service catalogue based payout	Backup, restore and archival related services			
Critical SLA metrics	IT operations			
Operational metrics	Email and directory related services			
SLA reporting	End-user system related services			
	Security related services			
	Service desk related services			
	Vendor management related services			
	Website management related services			
	Service delivery management (vendor's tool cost will be included here as tools enable the service delivery and management.)			
	Total payout			

SIFY SERVICES

OUR MAJOR DATA CENTERS AND CLOUD CENTERS FOOTPRINT



RABALE
MUMBAI
20 MW

RABALE
MUMBAI II
10-12 MW

RABALE
MUMBAI III
20-40 MW

VASHI
MUMBAI III
1.6 MW

AIROLI
MUMBAI
10 MW

Bangalore II
10-20 MW

Chennai II
20-30 MW

Chennai III
30-40 MW

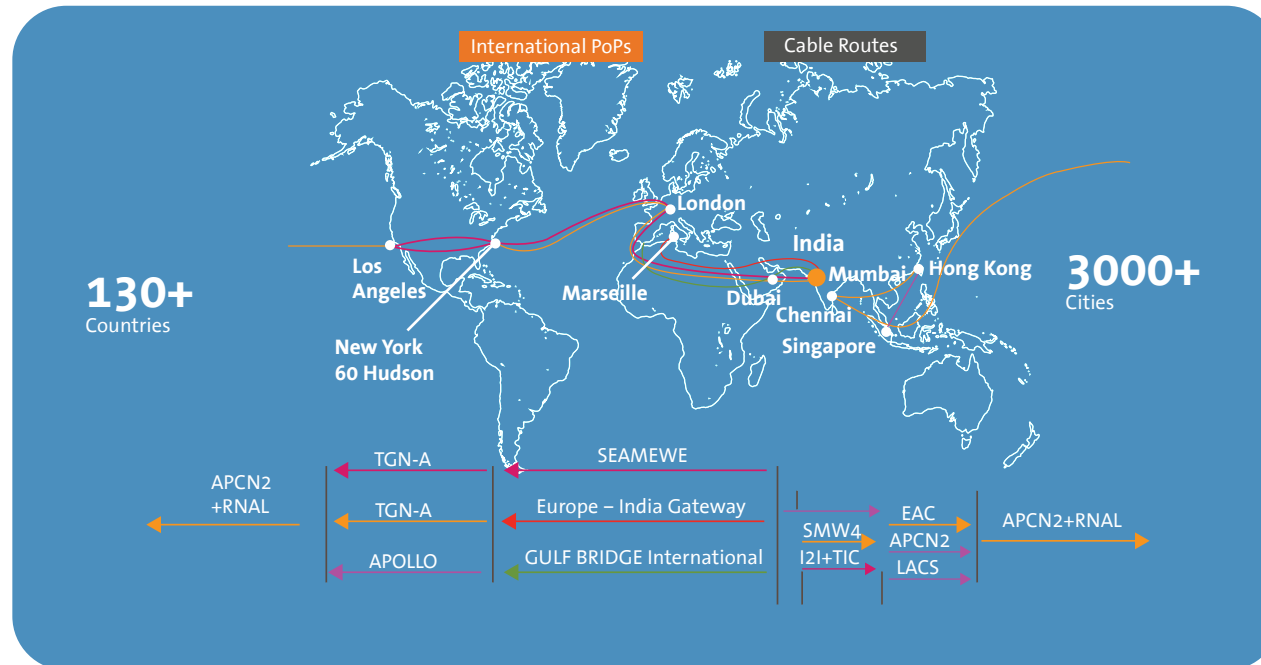
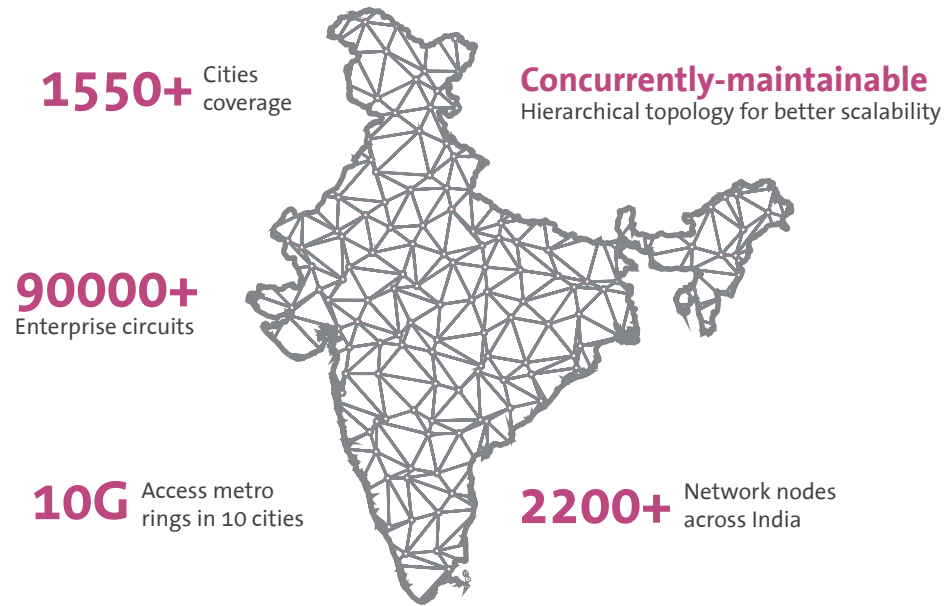
■ Existing ■ Upcoming ■ Cloud ready

Location	Existing in sq ft	Future in sq ft	Readiness
Mumbai	120,000	250,000	June 18
Chennai	12,000	70,000	June 19
Hyderabad	—	30,000	Dec 18
Delhi	55,000	55,000	Available
Bangalore	16,000	50,000	Available

Total capacity of 455,000 sq. ft. of server farm

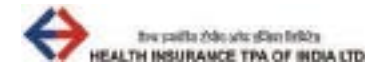
SIFY SERVICES

OUR NETWORK FOOTPRINT



SIFY SERVICES

OUR CLIENTS



SIFY SERVICES

OUR PARTNERS

Technology



Cloud & Acceleration



Application



Security



SIFY SERVICES

AWARDS AND ACCOLADES



**Managed
Network Solutions**



**Integrated
Data Center
Solutions**



**Sify is a
Business
Super Brand**



**Most Promising
Brand by WCRC**



**National Award for Best
Technology for Social Case for
Department of Post by Cyber
Media**



**CIO Review
recognized Sify in the
Cloud Managed
Service Vertical**



SIFY SERVICES

Our end-to-end ICT solutions

- Data Center Transformation (Cloud) and Infrastructure services
- Network Transformation and Connectivity services
- Technology Integration services
- Application and Platform services
- Managed Security services
- Internet of Things

India - Headquarters

Sify Technologies Limited
II Floor, TIDEL Park
No.4, Rajiv Gandhi Salai
Taramani
Chennai - 600 113
India

United States of America

Sify Technologies North America Corp.
5201 Great America Parkway, Suite 132
Santa Clara, California
95054, USA

Dubai

Sify Technologies Limited
P. O. Box 500522
Office no. 1717
Shatha Towers
Dubai Media City
Dubai
The United Arab Emirates

United Kingdom

Sify Technologies Limited
63 St Mary Axe
EC3A 8AA, London
United Kingdom

Singapore

Sify Technologies (Singapore) PTE Limited
30 Cecil Street, #19-08
Prudential Tower
Singapore 049712

CONTACT US



+91 8750442233



marketing@sifycorp.com

www.sifytechnologies.com