

Insurance Mobile Strategy and Solutions

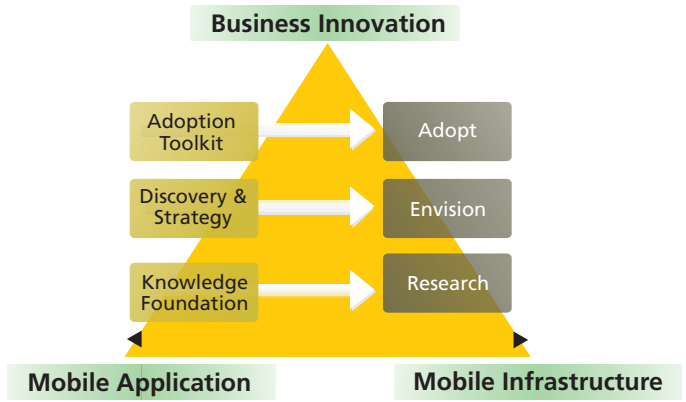
"Improve Business Productivity, Competitiveness and Customer Service"

Growing customer demand for service differentiation and ever-increasing competitive pressures are driving Insurance companies to implement mobile applications primarily in areas of marketing, customer service and claims notification. However, in the absence of an enterprise-wide mobile strategy, these implementations remain fragmented point solutions.

L&T Infotech's MoST-i framework presents insurance companies with a robust approach for defining and implementing an actionable mobile strategy that is aligned with enterprise business and IT goals. Most-i helps insurance companies in identifying opportunities to leverage mobile technologies internally and externally, and supports these findings with a clearly articulated business case. It further establishes a strong foundation for implementation with sound technology platforms and operational policies.

- Business Benefits**
- Distilled business value**
Leverages detailed research on industry best practices and future trends.
- Business / IT strategy alignment**
Mobile strategy modeled on variables that defines your business and IT strategy.
- Actionable strategy**
Adoption roadmap that evolves into a Mobile Center of Excellence.
- Accelerated development**
Pre-defined components and reference artifacts such as implementation roadmap, design architecture and test scenarios.

The MoST-i framework consists of three pillars



Knowledge Foundation
This comprises of a detailed research information map and analysis on how mobility enhances insurance operations and the business value that can be derived from it. This framework is rooted in a comprehensive research base on mobile devices, technical and security standards and industry best practices.

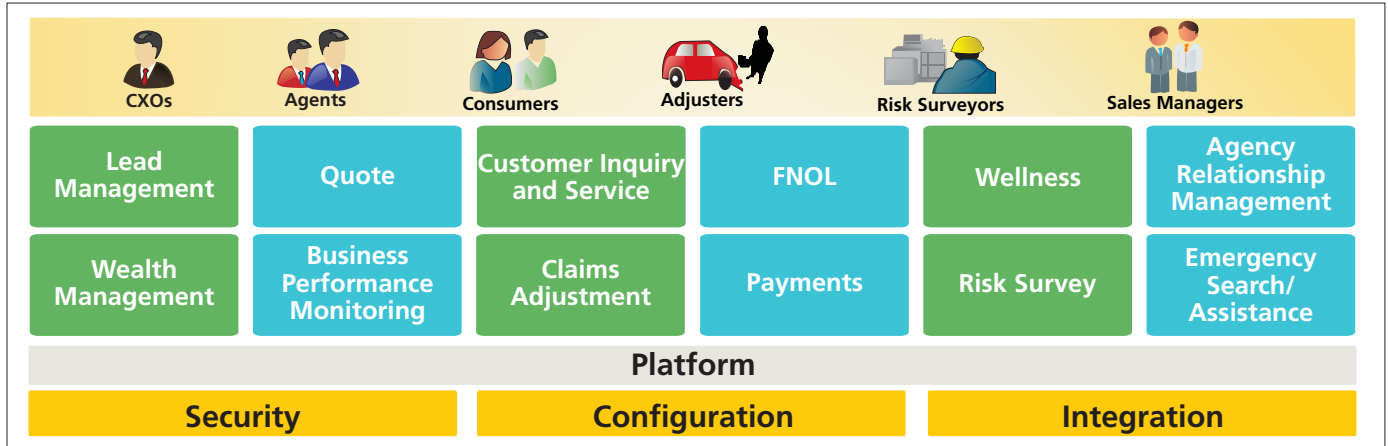
Discovery & Strategy
At the heart of the framework is a consulting toolkit that assesses the existing IT ecosystem of the insurance company, business processes and IT strategy with an eye on enterprise class mobility options. This toolkit includes 15 client specific parameters, such as business model, business focus, technology direction, application integration and user profiles, to derive a Mobility Adoption Index. This information is further processed to define the client's mobile strategy that includes a functional adoption roadmap, business case design, device policy and implementation architecture standards.

Adoption Toolkit
The third layer is the adoption toolkit which includes a readiness assessment, an implementation governance model, a deployment roadmap and industry standards. In a similar vein, the adoption toolkit provides guidelines for building upon this base to culminate into a mobile Center of Excellence (CoE).

The **MoST-i** framework is supplemented by the insurance Mobile Components (iMC) which is aimed at expediting implementation of mobile application by a significant 40%. iMC components are based on a technology framework that augments mobile platform features to deliver robust security, configurability and integration capabilities.

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insurance Mobile Components (iMC)



Mobile Application Services

L&T Infotech's service portfolio for mobile technologies includes:

- Mobile Application Development
 - Agency management
 - Policy servicing
 - Risk survey
 - Claims servicing
 - Customer self service (P&C, Life, Health)
 - Agency self service
 - Business Performance Monitoring
- Testing
 - Functional Testing
 - Device Compatibility
 - User Experience
- Platform Porting
- Maintenance and Support
 - Android
 - iPhone
 - BlackBerry
 - Windows Mobile
 - Symbian
 - J2ME
 - BREW
 - Palm

- Expertise in developing Mobile Applications for various Industry Verticals – Insurance (P&C, Life and Health), Media & Telecom
- Ready solution blueprint for various insurance functions
- Telecommunication Testing Lab, equipped with a variety of handsets on multiple platforms



About L&T Infotech

L&T Infotech, one of the fastest growing IT Services companies, is ranked by NASSCOM as 8th largest Indian software & services exporter from India and is amongst NASSCOM's Top 20 IT-BPO Employers in India (FY2009-10). It is also ranked 7th in DATAQUEST-IDC top 20 IT Best Employers Survey 2010. A wholly-owned subsidiary of Larsen & Toubro, a US\$ 11.7 billion engineering, manufacturing & financial services organization with global operations, L&T Infotech is differentiated by its unique Business-to-IT Connect, which is a result of its rich corporate heritage.

We offer comprehensive, end-to-end software solutions and services in the following industry verticals: Banking & Financial Services; Insurance; Energy & Petrochemicals;

Manufacturing (Consumer Packaged Goods/Retail, High-tech, Industrial Products, Automotive), and Product Engineering Services (Telecom). Our new emerging verticals include Media & Entertainment and Life sciences & Healthcare. We also deliver business solutions to our clients in the following horizontal / service lines: SAP, Oracle, Infrastructure Management Services, Testing, Consulting and Business Process Services. Our other service offerings are: Business Intelligence/Data Warehousing, Legacy Modernization, Applications Outsourcing, Architecture Consulting, Enterprise Integration, Service Oriented Architecture, Systems Integration and PLM.

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