



# Elevating Developer Experience for a UK-based Insurance Company With End-to-end DevOps Transformation Using Azure

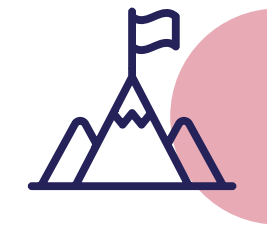
 Case Study



## Overview

Redesigning experiences for  
a multinational insurance company

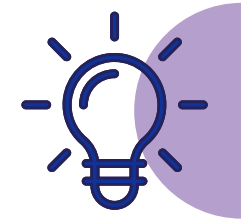
Our client is a leading, UK-based multinational insurance company providing a comprehensive range of life and non-life insurance products and services. The client approached us to improve its developer experience by setting up an environment to attract and retain the right talent and future-proof its current tech landscape.



## Challenges

Sub-par developer experience

- Difficulty attracting and retaining top talent due to a less-than-ideal developer experience.
- Inability to keep up with constantly evolving technologies, leading to potential obsolescence of the current setup.
- Lack of automation in the Azure DevOps' CI process, leading to manual and time-consuming processes.
- Poor code quality and absence of a code quality process.
- The use of heterogeneous tools (Jira and Azure) creates disjointed workflows and inefficiencies.
- Integration challenges between the planning and CI-CD processes lead to fragmented workflows.
- Teams not fully enabled to use Azure Boards and SonarQube, hindering productivity and efficiency.



## Solution

### End-to-end re-platforming exercise

#### Discovery phase:

- Analyzed the client's digital development teams' current setup and processes.
- Designed a reference architecture for implementing the tenets of continuous everything.
- Created a roadmap for the future state, including tooling, processes, frameworks, etc., along with a rollout plan for timelines, roles and responsibilities, training, and costs.

#### Implementation phase:

Creating developer efficiencies: offered local development container environments, reducing the application containerization efforts being pushed to the DevOps team – reducing effort and enabling them to focus on higher-order tasks.

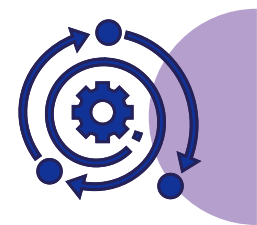
#### Continuous everything:

- Migrated from Jira to Azure Boards and Confluence to Azure DevOps Wiki.
- Implemented tenets of continuous everything: code analysis, build automation, test automation, deployment, logging and monitoring, and toolset integration.

#### Rollout:

- Defined new roles and responsibilities, introduced new processes and frameworks, and offered training to re-skill and up-skill.
- Aligned the release strategy with continuous delivery principles and introduced specific toolsets to leverage microservices.





## Impact

Faster release times with better developer experience

- **5x faster** release cycle with CI/CD toolchain.
- **30 percent lesser defects** due to the implementation of quality profiles in Sonar.
- **Seamless integration** with the existing CI/CD pipeline and the capability to perform automated code build and deploy.
- **Better collaboration** by consolidating tools in a single Azure DevOps platform.





We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact:  
**[velocity@zensar.com](mailto:velocity@zensar.com) | [www.zensar.com](http://www.zensar.com)**

