

A woman with dark, curly hair is sitting at a desk, smiling while looking at a laptop. She is wearing a dark blazer over a striped shirt. The background is a solid blue color. In the top right corner, there is a white geometric logo consisting of a square divided into four quadrants by a diagonal line and a horizontal line, with the top-right and bottom-left quadrants being quarter-circles.

zensar

Modernizing Applications and Streamlining Brand Experience for an African Banking Giant with AWS

 Case study

An  **RPG** Company



Overview

Breaking new ground with AWS

Our client is a 175-year-old premium, South Africa-based v giant that provides financial solutions to individuals, small and medium-sized businesses, corporates, and institutions across several market segments and geographies in Africa and Asia.

We worked with cross-functional stakeholders to produce a truly cloud-native solution on AWS, modernizing the client's applications and streamlining its brand experience.



Challenges

Haphazard and slow growth



Unfulfilled business objectives and slow growth with haphazard investments in digital technologies



Non-integrated customer service across different systems and regions



Solution

Cloud-native solution on AWS

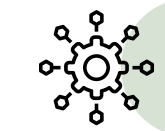
The solution focused on:



Streamlining haphazard digital investments by moving to AWS



Deploying a truly global solution that provides an omnichannel experience to customers in their native language across web, mobile, USSD, kiosk, SMS, and bot



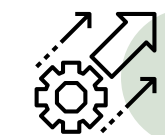
One common landing zone across countries with separate instances for Dev/QA/UAT and production to unify the development process across systems and regions



Increasing application availability by maintaining availability zones that are closer to end users in Africa and Europe



Leveraging AWS-native services to build a Digital Experience Platform (DXP) covering the brand site, secured portal, data and analytics platform, social, mobile, and kiosk-based apps with AWS native security and observability



Integration of diversified multi-vendor backend systems spread across multiple countries via an orchestration layer



Impact

Unified brand experience and broader customer base



Role-based access to AWS services, ensuring optimum usage and chargeback to each country based on utilization



6X growth in customers served digitally



14-country rollout in the region



Seamless brand and service experience for customers





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.

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