CASE STUDY

An MNC Life Insurer in Singapore:

Building a Microservices-Based Core for an API and AI-Led Future

Customer Overview

Company: A leading MNC Life Insurer

Product lines: all mainstream life insurance products

Location: Singapore

Business: This Insurer is a major life and health insurer serving retail and corporate customers across bancassurance, adviser and high-net-worth channels.

The Challenge

Following a major acquisition in Singapore, this insurer faced a strategic architecture choice: continue with a traditional monolithic core approach, or establish a modern microservices-based architecture that could consolidate a multi-core environment while enabling new business and progressively replacing systems of record.

They needed to integrate established systems and processes without disrupting customers or distribution partners, while creating a foundation that could accelerate product innovation, claims and policy servicing, ecosystem distribution and future AI-led experiences.

Why insureMO

This insurer selected insureMO to establish a fundamentally different core architecture: microservices-based, API-first and designed around reusable insurance capabilities rather than a tightly coupled monolith. Atomic APIs provide the foundation for composing higher-level Business APIs, allowing them to expose core functions as reusable digital assets for products, channels, partners, applications and future AI agents.

The architecture is built around three foundation pillars — API, Data and AI — giving them the flexibility to modernize today while creating an extensible platform for future innovation.

- Microservices-based core architecture as an alternative to a traditional monolithic core
- Atomic APIs as foundational building blocks for reusable Business APIs and core insurance functions
- API, Data and AI as three integrated foundation pillars for transformation
- Consolidation of a multi-core environment onto one platform, enabling new business while progressively replacing systems of record
- Open integration with legacy systems, third parties, distribution channels and front-office applications
- APIs as sales and distribution enablement assets for ecosystem and multi-channel customer experiences
- AI-ready APIs that can be consumed by agents, coding assistants and future customer- and partner-facing AI applications

The result is more than a core replacement: it is a composable technology foundation designed to let this insurer innovate at the speed of the market, reuse capabilities across channels and ecosystems, and progressively move toward an AI-led operating model.

Faster product and campaign delivery

- c.20% reduction in technology-related product development time and cost
- c.20% expected increase in the speed of launching campaigns

Material operational improvement across key journeys

- 14% reduction in Life Claims Turnaround Time
- 50% reduction in payment Turnaround Time
- c.20% reduction in Policy Servicing Turnaround Time

API-enabled sales, distribution and servicing

They can use reusable Atomic and Business APIs to power ecosystem distribution, front-office applications and multi-channel customer servicing, reducing dependence on point-to-point integration and tightly coupled core releases.

- Future-ready foundation for innovation
- Modular, microservices-based architecture
- Enhanced controls and reusable digital capabilities
- Automated processes across core journeys

AI and automation readiness

- c.15% of e2e Underwriting cases will be STP.
- Automated CDD processing for plans without cash value submitted

By making core insurance capabilities available through reusable APIs, this insurer has a platform that can support faster innovation today and an AI-led ecosystem tomorrow. Atomic APIs can be composed into Business APIs, consumed by digital channels and partners, and made available to AI agents and AI-coded applications — creating a durable innovation asset beyond the core itself.

> *"It was a massive, multi-year endeavor that fundamentally transformed our operating model," he said. "Today we're equipped with a future-ready technology stack that enables faster innovation, seamless digital and data integration, and greater consistency across customer, distributor, and employee journeys."*
>
> Chief Executive Officer
> The MNC Life Insurer in Singapore