

InsureMO's PaaS Empowers VSure to Transform the Malaysian Insurance Landscape as the First On-Demand Digital Insurer

Using InsureMO's cutting-edge technology, VSure pioneers accessible, inclusive, and customizable on-demand protection solutions, marking a significant shift in the insurance industry.

VSure, an innovative digital insurance platform, has emerged as the first on-demand lifestyle insurer in Malaysia with approval from the country's financial industry regulator. This milestone was achieved through a strategic alliance with InsureMO, a middleware platform by eBaoTech.

The Vision and Opportunity:

- Launched in 2018, VSure.life set out with the mission to revolutionize the insurance landscape by offering a range of protection solutions that meet the unique and dynamic needs of modern consumers. Their vision was to deliver diverse coverage plans through digital mediums, with an exclusive focus on their website and mobile app platforms.

The Solution:

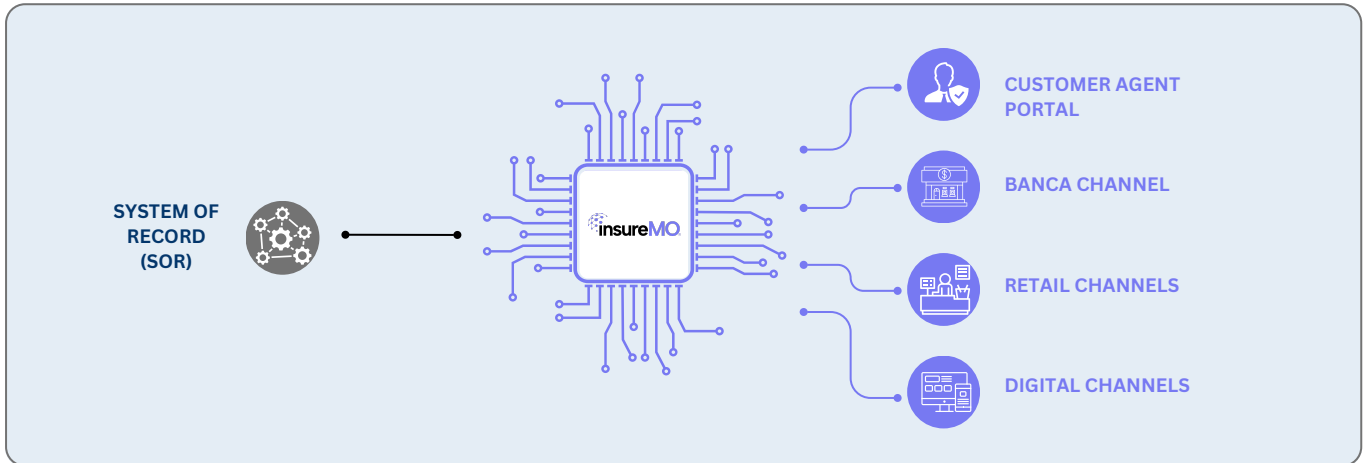
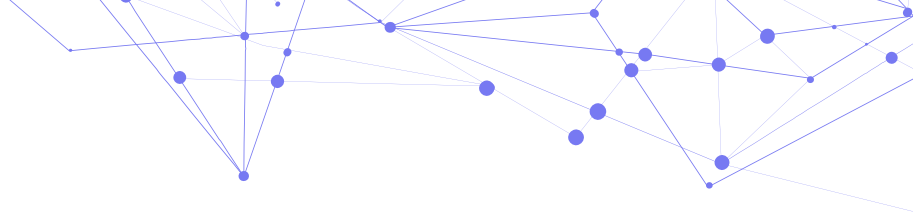
- VSure entered into a strategic partnership with eBaoTech and adopted the InsureMO insurance middleware platform. InsureMO's robust suite of APIs provided the foundation for VSure to create a smooth, frictionless user experience, offering on-demand protection solutions that resonate with modern consumer lifestyles. Moreover, InsureMO's OpEx commercial model and cloud-based architecture offered the much-needed scalability and agility that VSure required to kickstart their innovative digital insurance venture.

CLIENT PROFILE

- Launched in 2018, VSure has been committed to continuously reimagining protection to meet the unique and dynamic modern lifestyles of consumers
- The digital platform provides more coverage plans from Life, Health & Medical, Home, Personal Accident, Travel, Motor to Takaful provided by other local insurers and will expand to more affinity channels such as banks, ecommerce websites, and OTAs
- Their protection plans are available exclusively on its digital platforms via its website and mobile app

KEY CHALLENGES

- Creating a streamlined and flexible end-to-end policy user journey
- Scalability and agility in operations to meet customer demands quickly and efficiently



The Impact:

- Leveraging InsureMO's technology, VSure successfully launched as the first on-demand lifestyle digital insurer in Malaysia. The company was able to offer a wide variety of coverage plans across diverse categories, such as Life, Health & Medical, Home, Personal Accident, Travel, Motor, and Takaful. These offerings were made exclusively available through its digital platforms, thereby catering to the tech-savvy, digital-first modern consumers.
- VSure's successful launch demonstrated how the transformative power of digitization, facilitated by InsureMO's cutting-edge technology, could make insurance more accessible and inclusive. This approach effectively caters to the dynamic and modern lifestyle of Malaysians, setting a new precedent for digital insurance solutions in Malaysia and potentially influencing the broader Southeast Asian market.

RESULTS

- First on-demand lifestyle digital insurer in Malaysia
- Comprehensive and cost-effective coverage plans and offerings distributed seamlessly through digital platforms
- OpEx commercial model and the public cloud/microservice based architecture provide strong business agility and scalability



InsureMO is providing the insurance industry with an innovative platform for faster change and innovation in the digital era. Our microservices-based architecture, wide range of APIs, and inherent scalability empower insurers to offer seamless digital sales and provide innovative technology platforms to distribution partners and customers. InsureMO's insurance middle office platform is a game-changer for insurers, distribution channels, ISVs and SIs looking to build more agile and responsive businesses. For more information, visit www.insuremo.com