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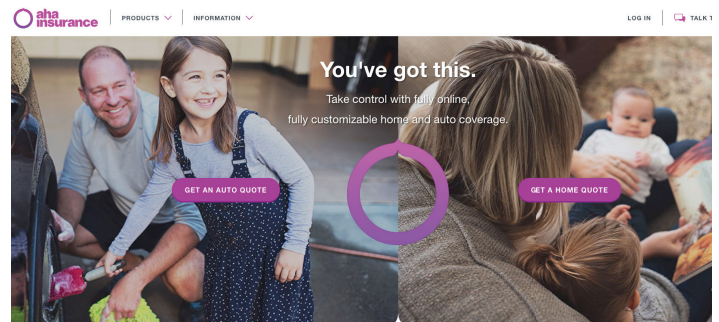


aha Insurance Zooms to Market with MuleSoft API-Led Connectivity



[aha Insurance](#) is proud to be Canada's first full-featured online digital insurance brokerage, starting with a big idea in the spring of 2016 and launching just one year later.

The company comes to the market with the goal of providing customers with something new, and some would say “unheard of” in the insurance world - a pleasurable and fully-online home and auto insurance buying experience.



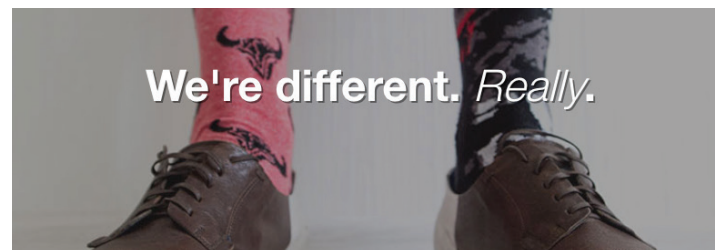
To meet this lofty ideal, the company knew it would need speed, creativity, innovation and multitude of technical and design challenges. A crucial element to bring this experience to life would be a technical one; how to use data from multiple sources and serve it up quickly in real-time to online customers.

By using MuleSoft's API-led approach, combined with some early support from Bits In Glass, aha Insurance has rapidly come to market with an outstanding customer portal that provides a fast, fun and efficient full-service experience in minutes.

CHALLENGES:

You haven't seen an insurance site like this. aha Insurance set out to conquer the world of Canadian online insurance with an audacious goal; offering a full self-service online portal and an enjoyable customer experience.

A new insurance brokerage whose values are wholly customer-centric, aha Insurance wants to wow you with their uniqueness, for a good reason. The company has its sights on customers they know are engaged, self-empowered and online. The aha founders know that to appeal to this customer, they had to provide quick, creative, transparent, consistent and effortless services in every aspect of their corporate culture, product architecture and feature offering.



For customers buying insurance products, every step of the **customer journey must feel effortless and easy**. The company needed to design a fast, fun and engaging user interface while removing any barrier to purchase by **auto-populating as much information as possible into the quote journey**, including driving record and vehicle details, other drivers, previous claim information, and more. To keep customers coming back, and to go beyond offering a simple quote service, aha Insurance also needed to **extend the service offering with a comprehensive self-service portal** whereby customers could manage every detail of their policies and have a maximum amount of self-serviceable control over their insurance experience.

This challenge called for a bespoke application that integrated a custom broker management system (BMS), a proprietary policy administration system (PAS), a rating platform and integration to several auto and home data service providers to enhance the aha customer experience by enriching the data and making the experience quick and as painless as possible.

SOLUTIONS BIG SUPPORTED:

The company needed to integrate with insurance-specific administration applications and several other legacy systems to quickly serve real-time data to the online environment without any delay or interruption in the customer experience. Innovation was required to connect multiple systems, power and connect micro-services, accommodate the transaction loads and enable the company to meet the need to go to market quickly.

aha Insurance chose the **MuleSoft Anypoint platform for its API-led approach, scalability, reusability**, and the ability to service a high-number of integrations in a constantly changing environment. Key to the selection was:

- ▶ That it be entirely cloud-based, be deployed quickly so that the company could meet competitive needs to get to market quickly,
- ▶ There be an easy transition to their internal development staff so that they could run the system beyond the initial phases.

Bits In Glass (BIG) was chosen as the ideal integration partner to meet the demand for its high level of expertise, ability to support the speed to market and to satisfy the enablement criteria. BIG was chosen to integrate with the aha Insurance broker management solution, and enable the development teams. The project quickly expanded into other application integrations. By integrating the Anypoint system, aha Insurance was able to launch within its original project timelines and meet its launch window.

RESULTS:

aha Insurance launched in September 2017 to provide their full-service online offering, meeting their aggressive launch targets are currently servicing their online customers with something new in the insurance industry - a pleasant, fast and efficient way to buy and renew home and auto insurance products.

Underpinning the technological success, the MuleSoft API-led application architecture forms the nexus for all the connected applications through which the data gets served to the online platform. With the expert integration services that BIG helped kick off, aha Insurance can service all of their daily online demand using the MuleSoft Anypoint platform.

The MuleSoft implementation ensured that aha Insurance maintained their development velocity. The system continues to enable them to pivot easily as systems swap - data contracts are preserved with downstream and upstream service providers allowing them to easily integrate vendor API's as required. With the Anypoint platform's ability to share and reuse common objects and components, internal teams can move at a fast pace keeping development costs down.

Since launching, customer awareness of aha Insurance has grown and the company is now over 25 employees. The company considers the implementation of MuleSoft Anypoint platform, with the BIG integration, to be the backbone of their ability to provide their services quickly and effectively.

Whether you are just getting your integration strategy up and running or you want to take your MuleSoft implementation further, Bits In Glass can help your business do more. Our experienced MuleSoft practice ensures you are in the hands of knowledgeable experts, while our pure Agile Delivery capabilities get you results faster.



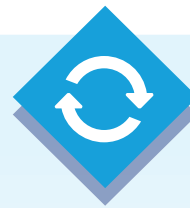
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ACCELERATED TIME
TO MARKET



LOWERED DEVELOPMENT
COSTS REDUCED DUE TO
TIME AND REUSABILITY

- ▶ Since January 2018, the company has serviced over 10K transactions.
- ▶ The majority of transactions are self-serve, indicating the service is performing as designed.
- ▶ The average time for a fully validated and guaranteed quote is 3 mins 36 sec and is feasible due to the API-led connectivity technology of the Anypoint platform couples with a unique and robust UX design.
- ▶ 70% of transactions are on mobile.
- ▶ Supports high volume, speed, happy customers and fulfilment of the value proposition.

From the start of this project, BIG became an extension of the aha Insurance team, integrating seamlessly. They provided the framework we needed to ensure the project was a success. As the project scope grew to include more and more micro-services and applications, they were able to adapt easily and bring their expertise. We consider BIG a 'go-to' partner and I highly recommend using them for any MuleSoft integration project.

- Steve Livingstone, CEO | aha Insurance