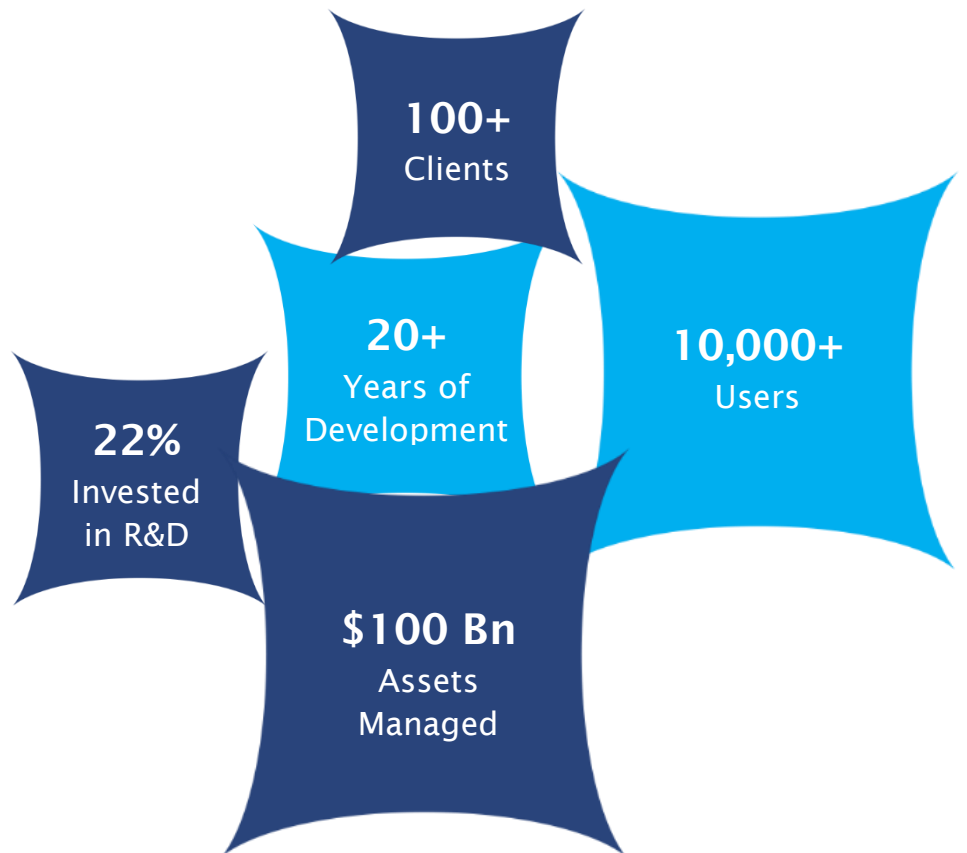


**2ND LARGEST INDIAN  
PRIVATE LIFE INSURER**  
selected iDEAL Funds



## Credence Analytics supporting operations of India's 2nd largest private life insurance company with over 25 users across all departments

### BUSINESS CHALLENGE

This life insurance company was poised for growth and hence needed latest technologies to address their rapid business expansion. They had the vision to be amongst the top rung companies in India. However, their legacy investments system was not geared up for this. It was actually a treasury system which was being used for fund management. Another challenge was compliance. The Company had to meet strict reporting and controls guidelines from the regulator.

### SOLUTION

- Credence Analytics - iDEAL Funds - was chosen after a formal evaluation process.
- iDEAL Funds automated the entire front, mid and back office operations of the Company.
- Modules for Compliance and inhouse NAV computations were delivered

### RESULTS

- Using the System's flexible and easy to use design, Client streamlined their operational processes to maximise efficiency
- Compliance requirements were fully adhered to, enabling our client to effectively handle audit queries.
- Accurate NAV computations for all ULIP schemes was also achieved, helping our Client to report it on a daily basis on time.
- The customer has scaled up its operations achieving 30% - 35% YoY growth resulting in an increase in portfolio size of approximately 10 times the initial portfolio. However, the application is still being seamlessly used across the front, mid and back office departments with periodic enhancements released as and when new regulations are brought into force by regulators or new products are launched in the market.

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## About Credence Analytics

Credence Analytics is an International software solution provider for over 25 years having marquee clients across Asia, Middle East & African markets. In its home market i.e. India, its clients comprises of leading Banks & Institutions like Reliance Nippon Asset Management (One of the Largest Asset Management Companies of Indian subcontinent), State Bank of India (Largest Bank in India), ICICI Bank (Largest Non-Government owned bank in India), SBI Life Insurance (Second largest life insurance company in India) and SBI Associate Banks (Largest Banking Group in India). Globally Credence Analytics has presence in South East Asia, Middle East, and African Countries with clients in Nigeria, Vietnam, Oman, UAE, Sri Lanka and Philippines. The strength of Credence Analytics is its strong domain expertise in the areas of Treasury, Investment Management and Risk Management. The Firm Strongly believes that its role goes beyond providing software solution by actively implementing the solution and advising the customer on how to use the software to the fullest extent.

Financial Technology built on strong domain expertise

