

Case Study

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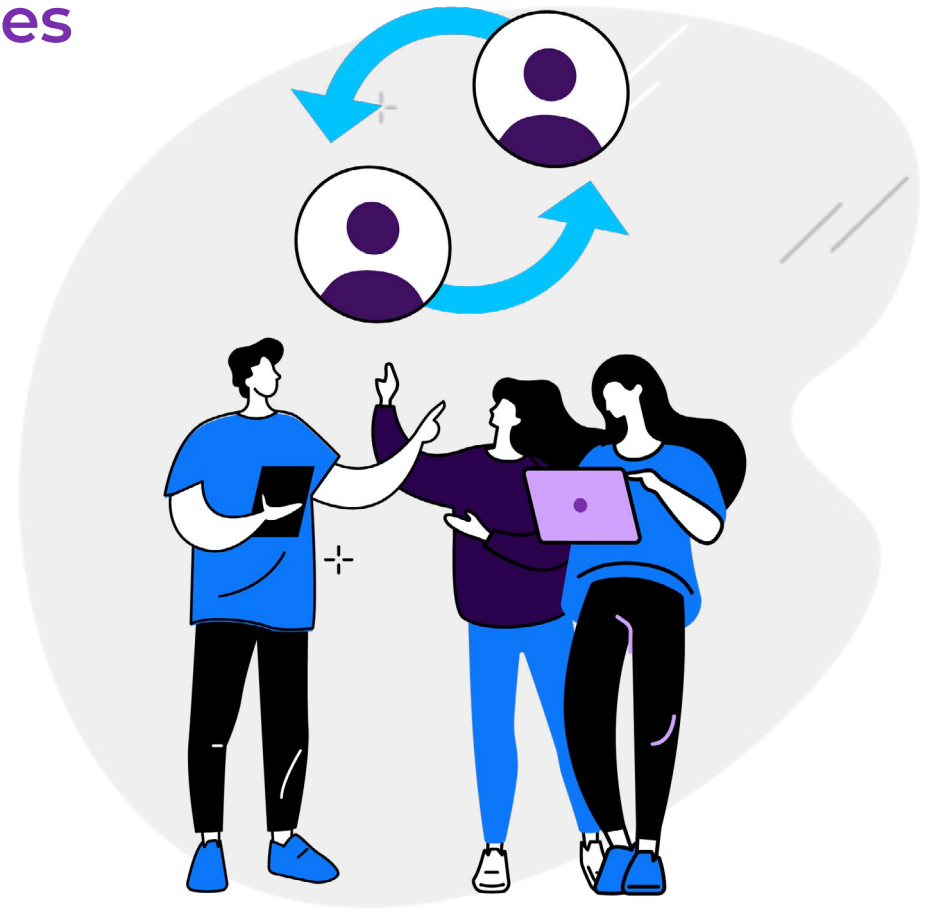
MAG Seguros revamps business by innovating integration of partners in the ecosystem

Company leaps to the next level relying on Sensedia's API platform.

MAG Seguros was on its business transformation journey and in 2011 began integrating some partners into its ecosystem, building a digital sales model.

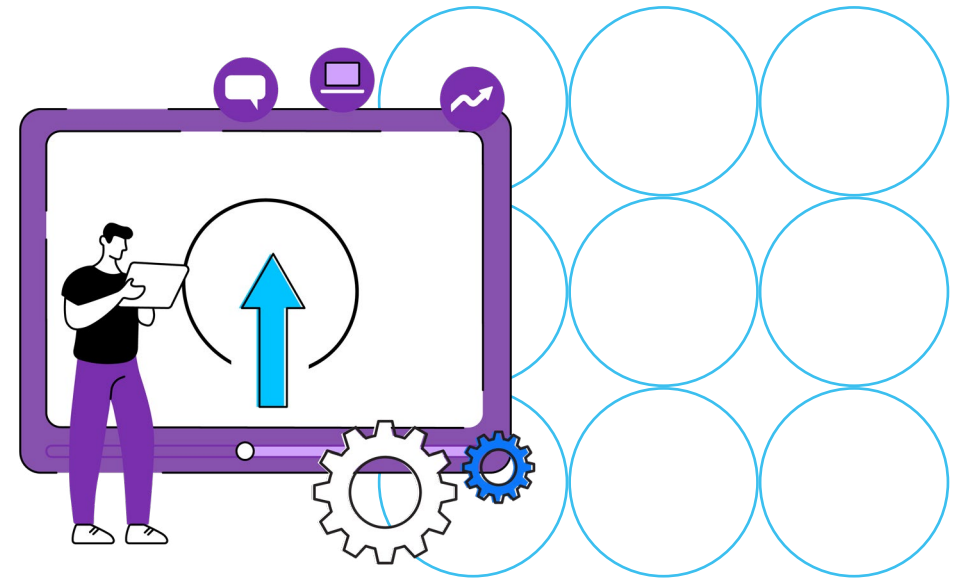
Since then it has been expanding this service, consolidating a 100% digital operation, a strategy that became key to escape the economic damage caused by the [pandemic](#). The insurer continues its expansion in the market and the technological evolution was inevitable.

MAG started to search suppliers for a solution that would meet the objectives of the new business design and after some frustrated attempts with other players found Sensedia through a panel discussion on APIs at QCon.



“
When I presented our challenge, the company not only stated that it would be able to meet our needs but also made the negotiation flexible”.

Comments Luiz Henrique Queiroz,
Superintendent of Corporate Architecture
at MAG Seguros.



The first move was to migrate what was already built on our internal insurance platform to Sensedia’s API platform. Next came the creation of a service unit with a Developer Experience (DX) team. “This gave us security and support to integrate more partners, expanding capillarity and structure to avoid bottlenecks.”, says Queiroz.

Technology

enabling innovation

The big technological challenge was to create a portal capable of offering the best experience with functionality and simplicity for both the technical and business user. The answer came by building an **API portal**.

Sensedia customized the portal to the specific MAG Seguros UX design, including a new feature called Roadmap features, where users choose which of them are the priorities.



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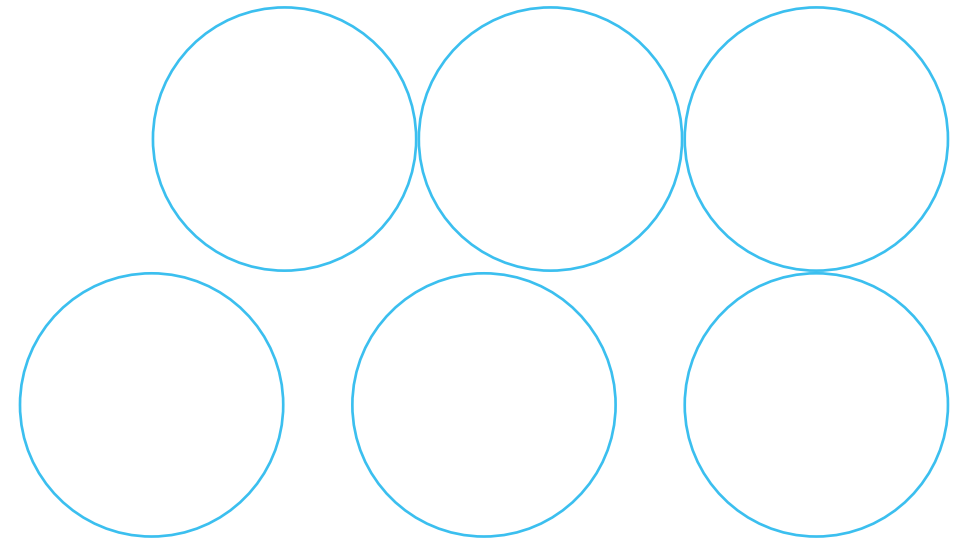
With B2D (Business to Developer), we were able to give a greater voice to the community of developer users. One of the differentials of the new structure is the functional documentation of APIs in the portal with a single language and easy access for all internal and external partners”.



Rafael Flexa

Director of Business Development
at Sensedia

MAG Seguros, through the platform, enables its partners to sell, create portfolios and offers, because it provides contract templates aligned to different types of businesses, according to the scope of coverage. Thus, it speeds up the process of providing credentials ready to be integrated via the Sensedia platform.



Today, partners automatically enter the API portal. In case of any difficulty, they have the option to open a call for clarification of doubts with the **Developer Experience (DX)** team, which keeps everyone connected. “We not only delivered a business solution, we contributed to transform the history of **MAG Seguros.**” Flexa points out.

Reaping

the fruits of labor

The implementation of the project occurred from the end of 2018 to the beginning of 2019. In the first year already, according to Queiroz, MAG Seguros has gained many partnerships from various segments and also a differentiated positioning in the market. In addition, the APIs have given MAG Seguros the possibility to connect to any ecosystem in the financial market.

“We did some hackadays with our partners and with others in the prospecting pipeline. The initiative became a kind of success story. Today, when someone wants to set up an insurance sales process, for example, there is a template available on the platform, which we developed together with Sensedia and other business partners”, explains the insurance executive.

Using the new platform and API portal, MAG Seguros has gained the speed to put new partnerships online, overcoming integration challenges and expanding its ability to scale.

“

We no longer have bottlenecks. Everything is available on our portal, which has become a portrait of the company’s level of digitalization. In fact, a great differentiator against the competition.”



Luiz Henrique Queiroz

Superintendent of Corporate Architecture
at MAG Seguros

The partnership with **Sensedia** went further:

“

We are in total synergy. Sensedia already knows how we can integrate with other opportunities. It has practically become a business partner, because it is present in various platforms and, on the other hand, we have integration available. Why not join forces and do business? An important innovation in the partnership model.” Says Queiroz.

The goal of MAG Seguros, says Queiroz, is to offer the best digital experiences for purchasing and managing not only insurance products, but for the different ecosystems of other companies in our group.

“

The next step is to extend our new operating model to any ecosystem of the financial market,” he warns.





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