

Fueling Business Strategy Through Innovative Digital Operations and Platforms

Company Name: BrasilPrev
Industry: Insurance
Revenue: Approx. \$10.9B
Employees: <1000



Mission-critical priority

Brasilprev was facing increased competition from both new entrants and existing competitors who were adopting innovative business models. Despite holding a significant market share, the client recognized the need to evolve beyond its traditional business model to secure its future. The challenge was to innovate and transform their operations to become a pension plan ecosystem leader and a benchmark for customer service by 2030.



How Gartner helped

- Brasilprev set up an Innovation Lab (DXLab) with the responsibility to increase the organization maturity in Innovation, Customer Experience Operational Efficiency, Change Management and Business Agility.
- They defined a new Digital Transformation strategy and their Digital Ecosystems approach.
- Based on the recommendations from Gartner experts, investments were made in Data & Analytics (D&A), Customer Experience, IT Operational Model review, and IT Platforms to improve their overall infrastructure.



Outcome

With expert guidance from Gartner, Brasilprev experienced a significant transformation in their business operations and financial performance:

- Significant increase in digital product and services revenue as well as platform business, indicating a successful digital transformation strategy.
- Reduced time-to-market for new products by more than half - from 9 months to just 4 months.
- Achieved complete digitization of customer and enterprise transactions, along with significant improvement in the Net Promoter Score (NPS), AI/ML Adoption, and Cross-Channel Customer Data Access, optimizing operations and boosting efficiency.
- Adopted agile financial practices by up to 45%, and increased high-frequency release of applications by up to 20%.