

The New Smart Digital Distribution Enabler

**NTT DATA**

# Alondra

Affinities.

## Distribution Core System

Know more about Alondra by visiting [insurance.nttdata.com/](https://insurance.nttdata.com/)

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# Use Cases Affinities. Distribution Core System

1

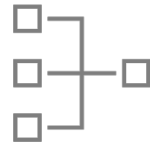
## STARTING POINT



The client has already a **loyal relationship with its trusted bank** to manage its personal finances.

2

## THE NEED



The Insurance company wants to get to new clients but needs to **embed its offer within other third parties' products and services**.

3

## CONNECTING THE DOTS



The insurance company and the bank partner to **increase the Insurance portfolio**. However, need to do so **without impacting the insurer's core system**.

4

## OUR SOLUTION



Alondra provides the Insurance partner (bancassurance or other) a **system, such as a broker portal**, to sell and manage Insurance policies.

5

## THE BENEFITS



Alondra allows for the fast creation and launch of new products and services while **enabling decoupled B2B2C distribution**: connecting with a partner to cover the end client's needs.

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