



The New Smart Digital Distribution Enabler

NTT DATA

Alondra

Affinities.

Distribution Core System

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Use Cases Affinities. Distribution Core System

1

STARTING POINT



The client wants to buy a new car from its trusted car dealer.

2

THE NEED



ALL IN ONE

However, the client is used to consume products all in one, in the same place. The client wants to buy the Motor Insurance policy along with its new car.

3

CONNECTING THE DOTS



The car dealer has to find the tariff that best fits its client's needs from a wide range of insurer's offers.

4

OUR SOLUTION



Alondra connects the offer from different insurers for companies within the different ecosystems (in this case the Car Dealer) to be able to choose the most suitable offer for their customers.

5

THE BENEFITS



The insurer partners with companies in the ecosystem to be able to get to new users by offering insurance services within non-insurance products.

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