



CONSULTANCY & ADVISORY

## **EDME Insurance Brokers – Driving Transformation in Insurance Brokerage Operations**

How EDME streamlined its systems and processes to strengthen its leadership position in the insurance market



## The Client

EDME Insurance Brokers Limited ("EDME"), one of India's fastest-growing insurance brokers backed by private equity, has set its sights on becoming a leading multinational broker. To achieve this vision, they felt the need to upgrade their technical capabilities to become future-ready. They needed scalable systems that would allow EDME to operate with agility in the ever-evolving global insurance landscape.

## Business Challenges

The client faced several key challenges:

1. Dependency on individuals due to the absence of centralized systems to track and record operations and limited real-time visibility.
2. Lack of integrated systems, causing inefficiencies and duplication.
3. An unstructured governance framework that made it difficult to monitor SLAs and maintain consistency across operations.

## The Xceedance Approach & Solution

EDME partnered with Xceedance to design and implement a comprehensive transformation program. Together, the teams focused on three phases:

### **Assess & Prepare, Integrate, Modernize & Transform.**

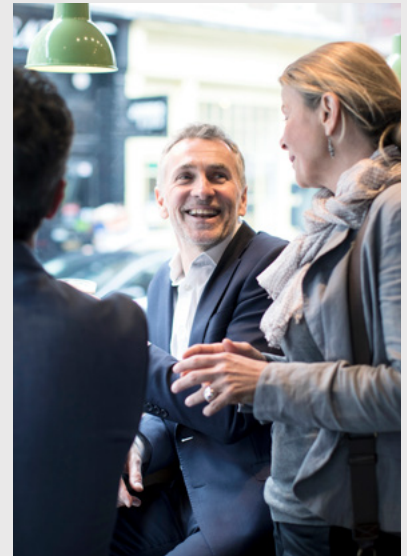
1. A unified operational framework was designed to streamline EDME's processes and create scalability.
2. Redundant functions were identified and removed, improving efficiency and productivity.
3. Technology architecture was aligned to enable smooth data flow and reporting, eliminating silos.
4. A transformation roadmap and operating model were introduced, supported by digital solutions.

**Speaking of the engagement, Sanjay Radhakrishnan, CEO of EDME Insurance Brokers Limited, said:**

"At EDME, we value partnerships that accelerate our growth journey. The expertise brought in has empowered us to advance our goals and solidify EDME's position as a rising leader in the insurance broking market."

**EDME CTO Sukumar Sakthivel added,**

"Our collaboration with Xceedance has been pivotal in EDME's journey. We have strengthened our systems and positioned EDME to lead in the ever-evolving insurance brokerage landscape."



## PROVEN RESULTS

EDME's operational transformation will be a milestone in its growth journey:

1. Estimate ~40% efficiency gains through elimination of redundant processes.
2. Future-ready, streamlined, digitally enabled systems implemented.
3. Consistent processes across acquired entities, reducing redundancies.
4. A clear system and process roadmap established to support EDME's future expansion and leadership ambitions.



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