

# Fueling Business Growth with Superapp Powered by Google Cloud



## Customer Overview

With subsidiaries and JVs that have a strong presence across protecting, investing, and financing solutions, the customer is a financial solutions group that caters to the diverse needs of customers. Powered by tens of thousands of employees, the customer's businesses have a nationwide reach with well over a thousand branches, lakhs of agents/channel partners, and several bank partners.

## The Business Context

The customer - a leading NBFC, administers a variety of financial services and functions across multiple applications, serving a diverse user base.

A leader in the industry, the customer constantly raises industry standards by strengthening and future proofing their core operations through digitally advanced solutions. In the backdrop of this business strategy and intricate landscape, the company wanted to transition to an all-in-one platform, that could cater to the multiple demands of its client base. This necessitated a singular gateway designed to eliminate the need for users to switch between multiple applications, thereby simplifying and enhancing their financial management experience.

## Type of Service Provided

Cloud Native Application Development

## Technologies Used



## The Solution

The team of product engineering and cloud experts from GS Lab | GAVS leveraged their extensive expertise and experience in solutioning on Google Cloud. The use of FlutterFlow - a low-code builder, accelerated development velocity.

The team delivered a high-performing, innovative solution that is intrinsically intelligent, scalable, secure, easy to use, and cost-effective. The superapp is now central to the customer's digital ecosystem.

## Challenges

- Complex workflows due to lack of integration between suite of applications
- Ineffective cross-selling/upselling because of diverse offerings that were not consolidated
- Complicated financial management processes due to absence of a singular payment gateway
- Poor user experience because of need to switch between multiple applications

## Solution Highlights

- Collaborative journey planning
- Well-defined approach mapped with journeys
- Early success using MVPs and PoCs
- UI/UX design and development
- Backend development and integration with client ecosystem and 80+ third-party systems
- Compliance to requirements (including NFRs)
- Robust data and information security
- Quality assurance (functional, performance, security testing)
- DevOps and release management
- Platform and project management
- Ongoing support

## Solution Outcomes

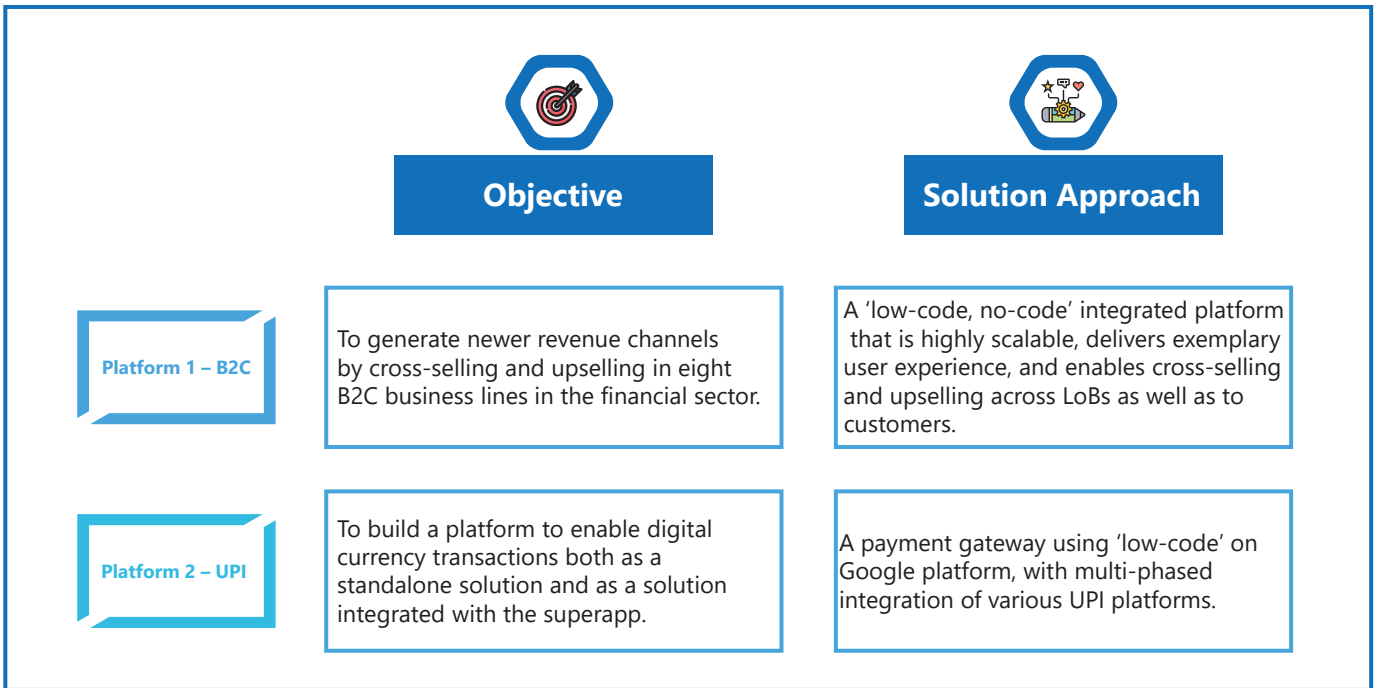
- Disruptive cloud based superapp to consolidate and replace array of applications
- Easier cross-selling and upselling of products
- Seamless onboarding of new LoBs to scale business
- Elimination of complexities of managing multiple applications
- Enhanced digital experience across 1000+ screens accessible via both web and mobile apps; available on Google Play and App Store
- Supercharged user productivity
- Increased user engagement, steady exponential growth of users with projected reach of 60 million
- Improved customer retention, revenue per user, and market leadership



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## Solution Components

Comprehensive Development | Low-Code, No-Code Approach | Full Spectrum Involvement



## Solution Architecture

