



# Optimize. Elevate. Dominate.

## Thriving in the Face of Change

The L&AH industry is undergoing major shifts - new buyer demographics, a widening insurance gap, rising costs, and customers who expect more, faster. Legacy models can't keep pace, but Majesco's L&AH solutions deliver the agility, speed, and intelligence insurers need to optimize operations, drive growth, elevate customer experience, and innovate for a new era.

### CHALLENGES

- 1 Inability to bring new products to market and reach new customer segments due to legacy platforms, slowing growth.
- 2 Shifting market and customer demographics to personalized, simple, portable and on-demand products.

### NEEDS

- 1 An agile operational model that propels efficiencies, elevates employee and customer experiences, and quickly adapts to embrace continuous change.
- 2 Next-gen tech foundation to empower speed to market, accelerate innovation and elevate the business with real business results.

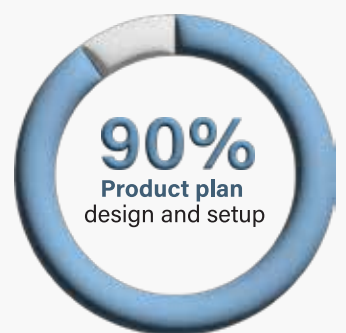
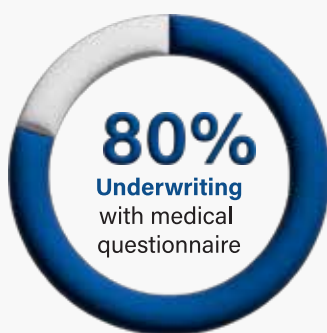
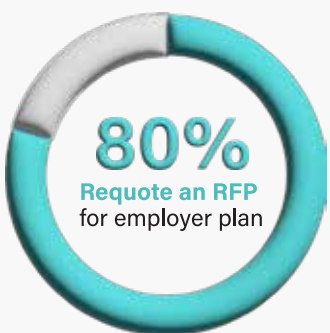
### KEY FEATURES

- AI-Driven Workflow**  
Optimizing processes with GenAI and Agentic AI
- Embedded Analytics**  
Access to all data and insights in real-time
- Robust Single Platform**  
Supports group, benefits, worksite and individual for customer centricity and growth
- Pre-Built Templates & Accelerators** to accelerate and streamline implementation and innovation
- Advanced & Flexible Product Modeling** supporting complex to simple products and benefit plans across all lines of business
- Reimagine the Business**  
Majesco Copilot delivers time savings up to 80% from quoting to claims, decreasing costs and improving profitability

### BUSINESS VALUE

- Accelerated and profitable growth with faster and innovative product launches
- Optimized operations with reduced costs, improved expense ratios, and profitability for improved product pricing
- Access all your operational data to anticipate trends, gain business insights for decision-making, and optimize operations
- Empower the entire insurance value chain
- Employee and Customer-Centricity with modern experiences that attract and retain them
- Future-Readiness enables you to embrace new products, markets and business models with ease

### REAL RESULTS



Enhance employee effectiveness and productivity

**10-20**  
Times

Leverage AI capabilities built on a Contributory Database of over

**2.5 Billion**  
data points

Respond to service more **consistently and faster by**

**70%**



to adopt new capabilities and keep you at the leading edge