



## CASE STUDY:

# Max Life Insurance Accelerates Digital Innovation with SD-WAN



## 18 years of Excellence

A hand wearing a grey knitted sweater sleeve holds a lit sparkler. The sparkler is bright yellow and orange, with many sparks flying out. The background is a soft, out-of-focus blue. A thin orange line starts under the '18 years of Excellence' text and extends to the right, ending in a small orange circle.

Ranked No.1 in loyalty rankings by customers, Max life Insurance Co. Ltd. is a Joint Venture between Max Life Financial Services Ltd. and Mitsui Sumitomo Insurance Co. Ltd. Headquartered in New Delhi, the company was founded in 2000 and came into operations by 2001.

# Testimonial

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*We have been extremely happy with Lavelle Networks SD-WAN solution. It has indeed helped us in leveraging hybrid WAN transport, which resulted in enhanced user experience, in terms of improved application accessibility speed.*

**Ritesh Mishra**

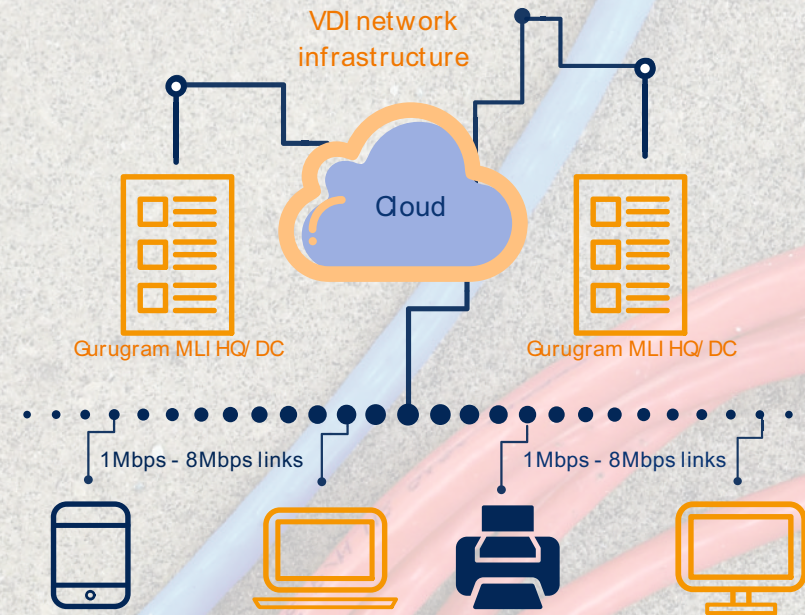
*AVP, Max Life Insurance*

## The Challenge

The company adopted VDI. They upgraded their application access to virtual desktop, served from their upgraded data centres.

Terminals, printers and scanners were remotely controlled via VDI server technologies at their Gurugram data centre. WAN was largely MPLS, with a mix of 1Mbps-8Mbps links, and dual links at places where possible.

They knew that the best experience on VDI is only possible with a next generation WAN. The need to upgrade their network was imminent in order to enhance customer and branch user experience with enterprise applications.




Given that most applications were responsive and interactive (claims logging, policy additions etc), a next-generation WAN was the need of the hour to improve network performance, and eliminating long procedural challenges of new service provider contract rollouts.

# The Considerations for the Right solution




The Max Life Insurance team had decided that SD-WAN, the next generation technology, is the way to go. It would allow them to have an elastic network composed of MPLS, Internet links of their choice, and enable them to control the policies themselves, treating their MPLS connections as a bandwidth pipe, and not as a network control layer.


Their journey in selecting a SD-WAN solution started, and they began looking at the choices for evaluation. There were clear criteria in their mind:



First, the SD-WAN platform should be able to have automatic enabling of all resiliency features- link selection, link failover, QoS policing, link bonding.



Second, the solution should require no on-site configuration, and have the fastest rollout capabilities, with adequate support, and field partner networks.

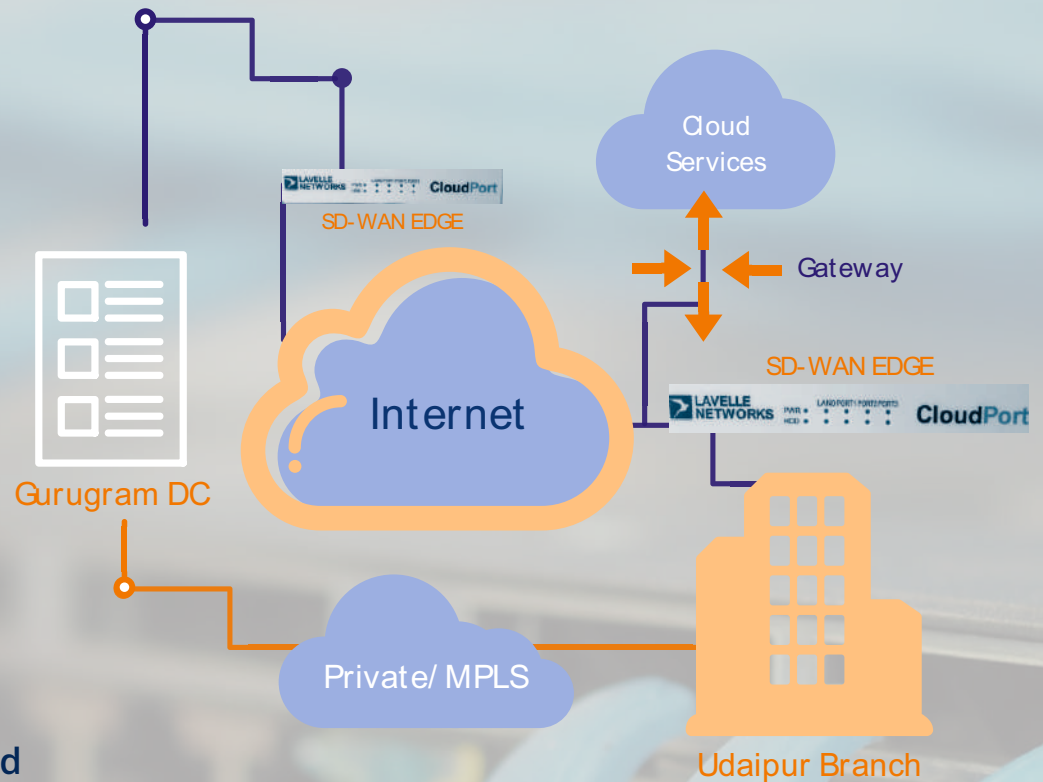


Third, the network controller should have a cloud friendly architecture, and support, running in virtual form factor in their DC.

## The Transformation

Max Life Insurance prepared a meticulous field trial plan to execute the benefits of SD-WAN in their Udaipur branch and other challenging branch locations were selected for the trial. A successful field trial with Lavelle Networks bespoke support and service prompted them to embed SD-WAN to their Tier-1 city branches.

Next step involved verifying features that would add resilience to the network e.g. fail over, DC redundancy, network control, and network availability. The solution performed and passed all desired specifications. Post which, Max Life Insurance implemented CloudStation, the SD-WAN solution by Lavelle Networks, as the defacto solution across their network.



Their trust and desire to adopt next generation technologies is the key enabler in winning hearts of their customers. No wonder, they remain India's favourite insurance provider.

# The bottom line

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Max Life Insurance achieved the key goals for WAN transformation across its network (50% of locations, and growing)

## Improved customer experience

The occasional failure of a network link, no longer leads to business interruptions at branches, effectively raising the level of service provided to members and accomplishing the insurer's goal of putting members first.

## Maximise WAN budget

By choosing SD-WAN, Max Life Insurance was able to invest the cost savings into improving network bandwidth.

## Rapid policy enforcement

Disabling network access, prioritising applications, bandwidth reservation per VDI session, quarantine hosts on demand - any such activity which would take time before, is now done in minutes, with the centralised SD-WAN engine.

## Higher productivity

Representatives at their retail branch outlets served more customers and partners, with a fast and stable network.

# Max Life Insurance awards & achievements

Won an award for e-Business  
Leader

Won award in Digital and omni  
channel category

Won the 'Best Insurance Company'  
award in Life Insurance Sector

Won an award for the 'Best Use of  
Six Sigma in Banking & Finance Industry'





# About Lavelle Networks

Lavelle Networks listed as **Notable Vendor** in the **Gartner Magic Quadrant for WAN Edge Infrastructure Report** published in Oct 2018

Lavelle Networks in **Gartner's Cool Vendors list for Digital Disruption and Innovation in India - 2018**

- 2000 node deployment in 2 weeks.
- Large e-commerce networks.
- Top insurance providers.
- Large retail networks.
- Top rated financial institutions, government networks, law and order, healthcare.

**Top Global Enterprise Brands are using Lavelle Networks SD-WAN Platform for upgrading their infrastructure to next generation WAN and Hybrid WAN Solutions.**

Your network needs to reduce reliance on legacy technologies and prepare for innovative WAN Solutions.



**CIO CHOICE for SD-WAN**

**Contact Us**

