



Why did LeanApps choose coMakeIT ?

Scalability

Innovation

Focus

Maintaining corporate culture

LeanApps: a key player in a complex value chain

LeanApps, based in Naarden, is a software house that creates complete standardised policy management solutions for life insurance and pension companies. The European life insurance market is changing rapidly and will remain in a state of flux for years to come; the current economic climate is making innovation even more important for this sector. Ultimately this is only possible if the information systems are able to support this constant evolution, which is precisely where LeanApps comes in: its solutions facilitate innovation by its customers. And for LeanApps, for its part, it is vitally important that it is able to continue to build on this innovation platform. One of the reasons for the company's success is its collaboration with coMakeIT, its offshore development partner. An excellent example of a successful business network, in which the various partners rely on each other to achieve success, building on each other's strengths to create a winning combination.

Wiebe van Leijenhorst, CEO of LeanApps: "The sector is currently undergoing consolidation and the number of life insurers in the market will continue to fall. Another trend is that the life insurers are experiencing a steady rise in competition from the banks. Driven by legislation and by consumer requirements, insurers are finding themselves increasingly forced to rely on software solutions that can offer them more flexibility and transparency, enable end-to-end processing and chain integration, and guarantee a shorter time-to-market for insurance products. Everything has to be quicker, cheaper and better. In order to be successful, financial service providers must be able to continually anticipate changing situations.

Rapid growth through
partnership

Enabling innovation
with fast
time-to-market

Focusing on
core business

ICT is an excellent enabler for this sector, but over the years it has become too complex for customers to manage by themselves. This is exactly the strength of LeanApps: anticipating these developments as a partner and offering products and services that suit a life insurer's ever-changing requirements. coMakeIT supports us in exactly the same way that we support our clients.”

An abundance of talent
at short notice

Prashant Tapkhirwala, Development Manager at LeanApps, echoes this view: “The role and flexibility of ICT's have become steadily more critical. An efficient application of the right technologies is generally regarded as a decisive factor in this highly competitive market. In choosing this as LeanApps' core area of expertise, we have been able to support the industry very effectively. However to achieve this, we need to have the best people at our disposal, and from this point of view the Netherlands is just too small. It was vital to find talent outside our national borders, ranging from developers to actuarial specialists. India was the logical choice owing to its huge reserves of high-quality staff. We work with coMakeIT so that we do not have to manage all this by ourselves, which saves us a lot of work while still ensuring that we have our own dedicated team of professionals.”

Integrating offshoring
into the client's
corporate culture

Wiebe van Leijenhorst: “LeanApps' mission is to make a significant contribution to the financial success, competitive advantage and ICT quality targets of life insurers, both in the Netherlands and abroad, through flexible, open-standard software and provisions of professional services. LeanApps has built up its organisation around the core principles of integrity, customer focus and result-oriented processes. Our relationship with our Offshore Partner coMakeIT has been critical in underpinning our success. It has enabled us to perform our mission in a manner that perfectly matches our corporate culture and operational management. Our Indian team is truly a part of LeanApps, and maintains the same standards of integrity and focus on customer results. And best of all, all the 'housekeeping' and operational affairs are handled by coMakeIT, which saves us a great deal of time and enables us to concentrate on our own core skills: offering top-quality ICT solutions to the insurance market.”