SUCCESS STORIES

Modernizing Rewards Management Application on AWS

for a leading North American Bank

About the Customer

77,000 employees

Assets worth **$681** billion

Fifth largest banking institution in the United States.

The customer is a leading banking and financial services holding company headquartered in Minneapolis, Minnesota, serving millions of local, national and global customers. The Company provides a full range of financial services, including lending and depository services, cash management, capital markets, and trust and investment management services. It also engages in credit card services, merchant and ATM processing, mortgage banking, insurance, brokerage and

Key Challenges

The customer's existing Rewards Management application , that facilitated the entire reward fulfillment process of bankers for the the credit card sales accessible through the Client Resource Center (CRC), faced several challenges:

- Limited payment options: Customers had restricted options for redeeming their rewards.
- Manual processes: The application relied on manual processes, leading to inefficiencies and potential errors.
- Lack of real-time tracking: Customers lacked real-time visibility into the status of their reward redemption requests.
- Limited scalability: The application's architecture restricted its ability to accommodate new partners or features.

Business Solution

Incedo partnered with the customer to modernize the Rewards Management application, leveraging AWS Cloud services to address the identified pain points which included following key elements:

Automated and Robust Architecture

The application was migrated to an automated and robust AWS Cloud-hosted architecture, implementing CI/CD and automated infrastructure deployment.

Real-time Tracking and Monitoring

AWS native services, alarms, alerts, health checks, and resource optimization enabled real-time tracking and monitoring of requests throughout the process.

Unified Platform

Multiple system functionalities were combined into a single, unified platform, streamlining operations and enhancing user experience.

Scalability and Partner Onboarding

The cloud-based architecture provided the flexibility to onboard new partners and incorporated new features seamlessly.

AWS services used :

Incedo leveraged several AWS services to build a robust and scalable solution for the customer:

AWS Lambda: Serverless computing for hosting and running code without managing servers.

Amazon EC2: Serverless computing for hosting and running code without managing servers.

AWS CloudFormation and Amazon S3: Infrastructure as code management and object storage.

Elastic Load Balancing (ELB): Load distribution across multiple Amazon EC2 instances for optimal performance.

AWS Security Hub: Centralized security management and monitoring for user permissions, identities, infrastructure, and data protection.

Amazon Aurora: Cost-effective and high-performance relational database service.

Amazon SQS and Amazon SNS: Message queuing and notification services for asynchronous communication.

AWS CodeBuild, CodePipeline, and CodeDeploy: CI/CD pipeline for automated code building, testing, and deployment.

Amazon CloudWatch: Monitoring service for collecting and tracking metrics, logs, alarms, and system-wide visibility.
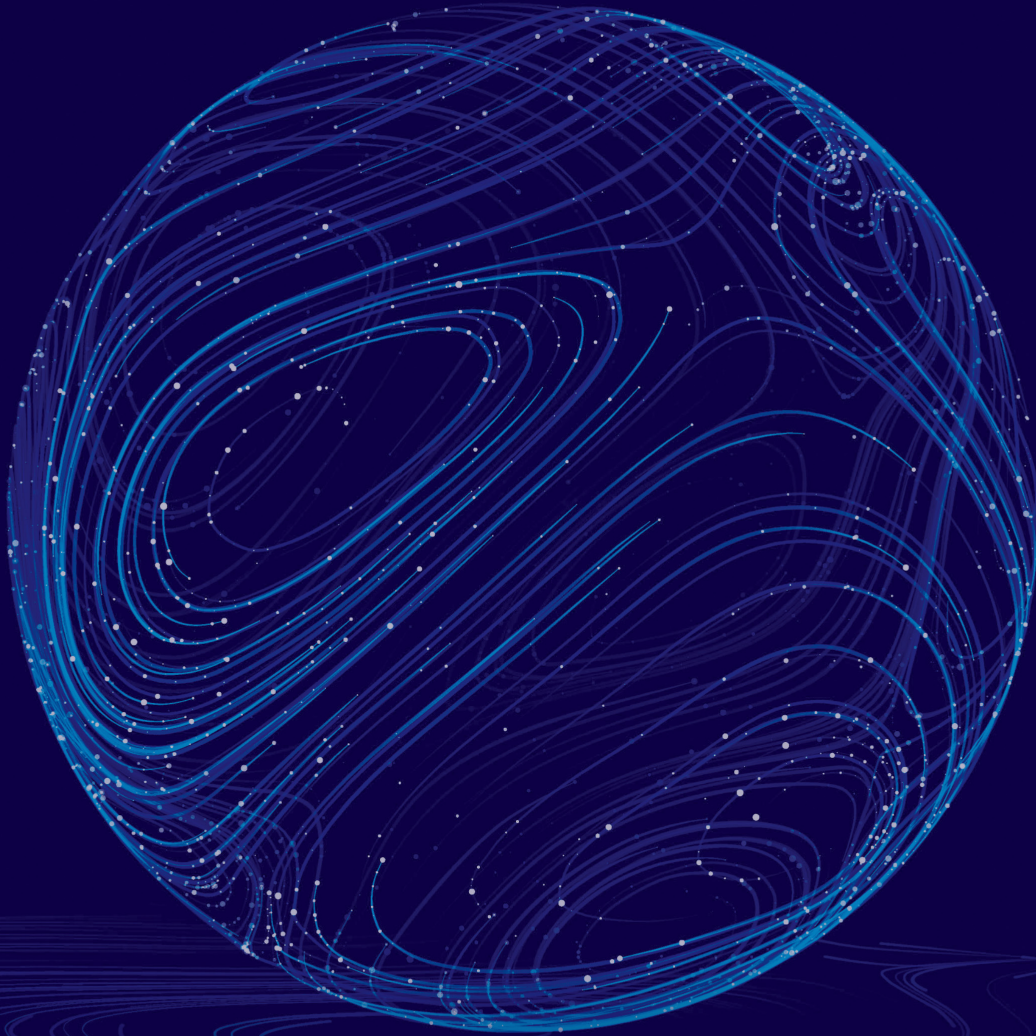

Business Impact

The modernized Rewards Management application on AWS delivered significant business benefits to the customer:

Enhanced Payment Transparency: Bankers gained visibility into payment options, including ACH and Zelle, improving transparency for customers.

Operational Cost Reduction: Automation and streamlined processes reduced operational costs and improved overall efficiency.

Digitization of Taxation Process: The application integrated with tax reporting processes, streamlining tax calculations and reducing manual effort.

Transforming Data Processing and Modernizing Rewards Management Application

incedo | Win in the Digital Age

About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 4,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries.

9+
Fortune 500 Customers

10+
Global Locations

4k+
Employees Globally

Our Global Presence

India
Gurugram
Chennai
Pune
Bengaluru
Hyderabad

USA
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