Summary

TO THE NEW defined a bespoke digital transformation strategy for HDFC Fund. We helped them with a comprehensive technology implementation thereby enabling them to position themselves as a leader in the Mutual Fund industry. We developed future ready distributor and investor portals for both web and mobile. The mobile application is developed for both iOS and Android. The engagement also comprises migrating existing website to Drupal.

The Client

HDFC Mutual Fund is one of the largest mutual funds and well-established fund house in India with focus on delivering consistent fund performance across categories since the launch of the first scheme(s) in July 2000. HDFC Mutual Fund has set up the infrastructure required to conduct all the fundamental research and back it up with effective analysis. HDFC had come up with various products across asset and risk categories to enable investors to invest in line with their investment objectives and risk taking capacity.

The Goal

HDFC Fund usually found it challenging to deal with a large number of distributors and investors. Intuitive platforms along with a mobile application that could offer a seamless digital experience was the need of the hour and a key enabler for business growth. The goal for TO THE NEW was to help HDFC Fund build tolerant, high performing, intuitive and future ready distributor as well as investor portals for both web and mobile with an objective to enhance the overall digital experience. Apart from developing user friendly portals, there was a strong need to migrate the existing website to Drupal for more stability and better control over content management.
Technical Excellence

- Designed entire user interface keeping in mind key interactions and end user journeys
- Designed the visual hierarchy to ensure that users focus on the key elements thereby the complexity
- Mapped the competitive landscape gathering relevant insights for product development
- Ensured that the third party data is synced well and on a continuous basis
- Changed the API based approach introducing Micro-services architecture
- Increased the concurrency from 250 distributors to 1000 distributors
- Used containers to ensure that the application and platforms are portable and modules created can be replicated even in the future ensuring faster time to market
- Executed the automated test cases before each deployment so that deployment happens only if all test cases are successful
- Used PostgreSQL to meet different set of requirements and take the advantage of NoSQL from it
- Used Jenkins for Continuous Integration to ensure the build is deployed only when it passes all tests
- Installed Apache Spark to asynchronously manage various tasks aligned to different activities such as notifications to Investors and Distributors
- Used New Relic to diagnose and fix performance issues of the application in real-time
- Implemented ElasticSearch to improve the overall product performance and load times
- Implemented Redis for caching rendered HTML pages to enable fast response on customer’s request
- Ensured all the vulnerabilities as well as key security protocols are taken into account while developing the portals and application

Technology Stack

Know more about our Digital Transformation offerings

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