Legacy modernization, cost reduction and agility in partner integration:

How does Pottencial increase its competitiveness with Sensedia technology?

Faced with growing demand and the need to scale its business, Pottencial Seguradora realized that optimizing its applications was crucial to remain competitive in the insurance market.

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By modernizing its legacies and standardizing its API architecture to integrate with its partners more agilely, Pottencial Seguradora optimized policy issuance times by 52%.

Pottencial is the largest insurtech in Brazil, standing out for its innovative and technological solutions that make insurance contracting more agile and less bureaucratic.

Pottencial | **sensedia**®

Founded in 2010 in Belo Horizonte, the company is the national leader in the Guarantee segment and vice-leader in Rental Guarantee. In addition, it offers a wide variety of other products throughout the country, such as Real Estate, Home, Business, Machinery and Equipment Insurance, Engineering Risks, Extended Warranty Insurance for Machinery and Equipment and, recently, Life.

To continue offering its quality products to more people, **the company faced challenges in dealing with legacy systems and isolated solutions for each offer, which resulted in high integration costs, lack of standardization and complexity** to maintain the governance of integrations.

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Seeking a solution, Pottencial chose to enable an API integration platform, which allowed the company to simplify architectures and integrations, providing greater efficiency and agility in business. With the modernization, the speed at which policies were issued increased almost immediately and eventually optimized by 52%.

Development teams gained greater flexibility to focus on new projects and experienced more agility to meet demands.

Developer Portal as a Catalyst for Partner Integrations

The project evolved with a focus on optimizing Pottencial's internal teams' routines. The new **developer portal** facilitated integrations with partners by allowing them full access to clear and structured documentation, guides and examples. This collaboration created more intuitive and efficient integration.

Standardizing APIs as the orchestrator for all integrations allowed for greater reuse of resources, reduced friction and simplified operational scale.

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Furthermore, the volume of unnecessary calls **decreased by 97**%, allowing the team to focus on more strategic and higher value-added tasks.

This [integration of new partners](#) made Pottencial more competitive, allowing the organization to stand out as a leader in the insurance market by offering a superior experience to customers and partners. As a result, the total number of partners connected to the platform increased by more than eight times in 18 months.

With Sensedia's API Gateway solution, **Pottencial** continues to innovate and improve its processes and products. A more [flexible and scalable architecture](#) prepares Pottencial to meet market demands. The reliability and security provided by the solutions allow the company to establish strategic partnerships with several players. Pottencial stands out for its ease of integration, making it an attractive option for new partners as the business expands.

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Excellent Service Exceeds Current Demands and Prepares Pottencial for Future Customer Expectations

After partnering with **Sensedia**, **Pottencial** identified new opportunities not in the initial scope but made possible thanks to the technological solutions implemented.

The ability to offer reuse APIs allowed the company to optimize internal processes, avoid errors and bugs, and simplify integrating new products and insurance into the customer's purchasing journey.
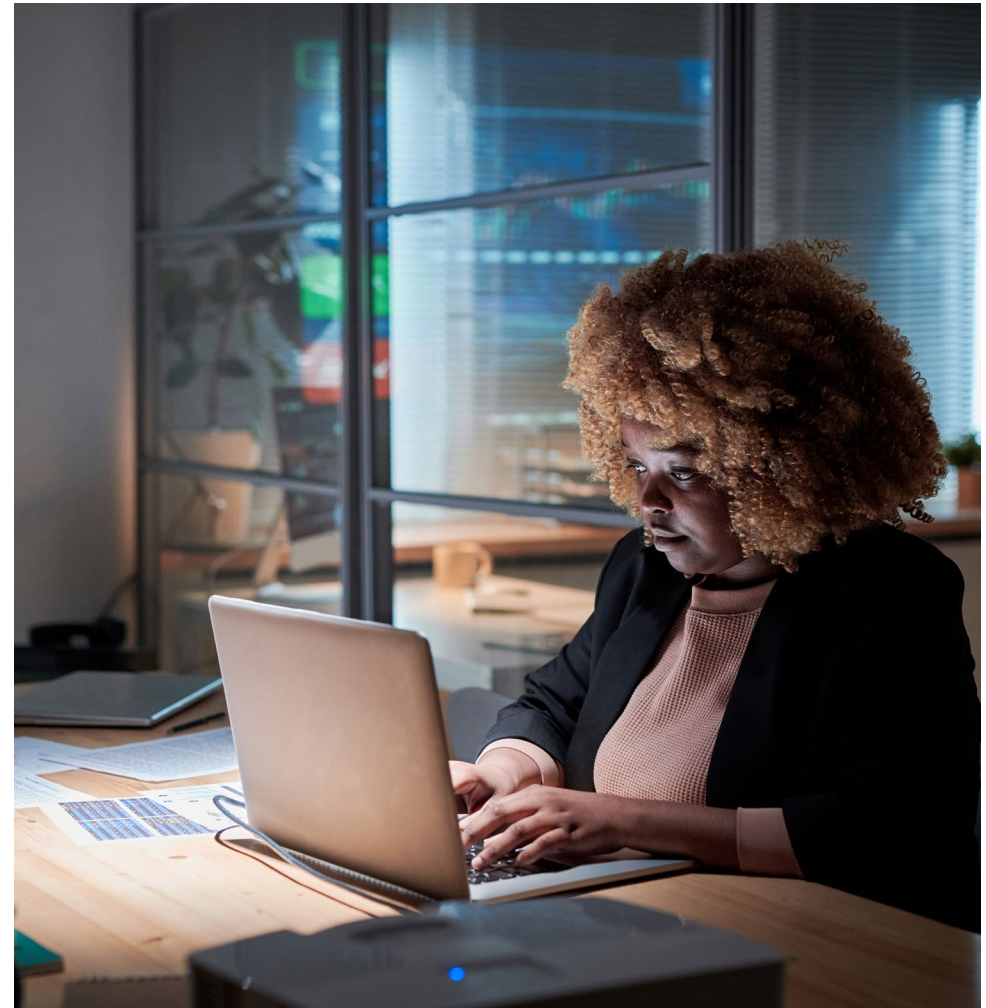
"**Sensedia** was recognized for its vast experience and expertise in **API and integration solutions**, being a reference in the sector. It not only provides technology but also acts as a strategic partner, committed to the success and growth of **Pottencial**."

Daniel Amorim
IT Director at Pottencial Seguradora

Pottencial envisions a near future in which 100% of its solutions are pluggable with any partner, becoming even more attractive in the insurance market.

"For this reason, the partnership between **Pottencial** and **Sensedia** was one of the fundamental pillars for the technological modernization of the largest insurtech in Brazil. The company transformed the routine of its customers and employees, offering a more agile, efficient and safe experience when taking out insurance. **Pottencial** has achieved competitive advantages, innovated in the market and continues to look for new growth opportunities. The strategic partnership with **Sensedia** strengthens **Pottencial**'s position to remain at the forefront of the insurance segment", comenta Daniel Amorim, Diretor de TI da **Pottencial Seguradora**.

About Pottencial Seguradora:

Pottencial is the largest insurtech in Brazil, standing out for its innovative and technological solutions that make insurance contracting more agile and less bureaucratic. Founded in 2010 in Belo Horizonte, the company is the national leader in the Guarantee segment and vice-leader in Rental Guarantee. In addition, it offers a wide variety of other products throughout the country, such as Real Estate, Home, Business, Machinery and Equipment Insurance, Engineering Risks, Extended Warranty Insurance for Machinery and Equipment and, recently, Life.
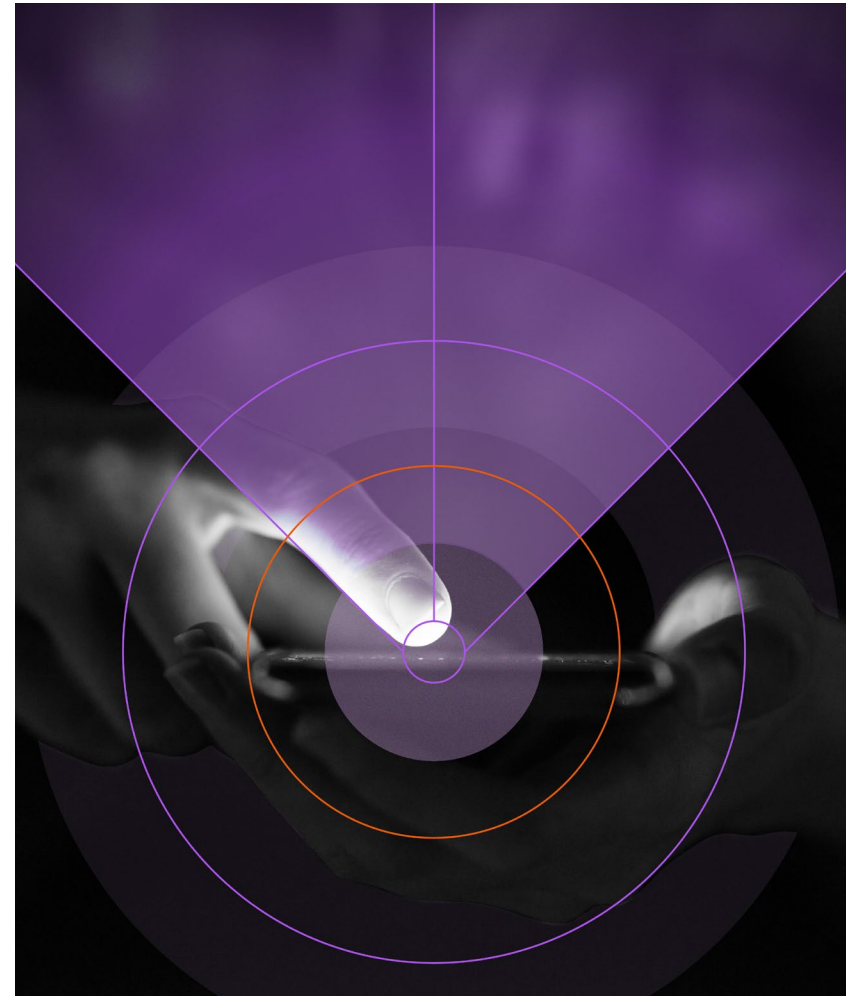
Find out more at: [Pottencial Seguradora](#)

Sensedia's role

Sensedia simplifies enterprise architecture and integrations to improve business efficiency and flexibility. Sensedia's solutions go beyond API management, working in partnership to help customers do more, faster and better with APIs, microservices and their architecture. Whether leveraging legacy systems for open innovation within a modern platform, unlocking data with agile architecture, creating new customer digital experiences or expanding business models and partner ecosystems, Sensedia empowers its clients' businesses to become more adaptable, composable and connected

More at sensedia.com.

Connecting the efficent enterprise to business agility

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