Qista's Partner Integration Strategy:

How the finance company extended its offering and improved its operational efficiency with Sensedia

Integration between companies is an increasingly common practice
in the business world, and the financial sector is not left out of this trend.

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Through integration with partners, companies can expand their product and service offerings, providing customers with more complete and efficient solutions.

This was the strategy of **Qista Financeira**, a company that has been offering financial solutions to individuals and businesses since 2020. Going digital was a strategic positioning to offer a broader portfolio of products and services, increasing customer satisfaction and improving its market position.

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"From end to end, our customers' entire journey goes through the best technology in the market. In addition, the ease of integration has created opportunities for our business to grow in a sustainable way and with the governance we need.

In a digital world in which demands arise every second, it is essential for **Qista** to have a platform that accompanies and facilitates all our management. This is where **Sensedia** helped us to go further".

Renato Alves
IT Head of Qista Financeira

Sensedia was the basis for the strategic execution of **Qista's** project. This made it possible, in less than two months, to integrate more than 5 strategic partners that were fundamental to establish the company in the credit market.

For this integration to be done in an agile and efficient way, it was fundamental to have a structured **developer portal** that allows partners to easily integrate, offering complete and clear documentation of the available APIs, as well as a test environment that allows partners to perform tests and validations before the final integration.

API design best practices ensured the simplicity, flexibility, and scalability of APIs sufficient to meet the needs of partners who need to integrate with Qista more quickly and efficiently, reducing costs and development time. In addition, it allowed the company to maintain a high level of control over its exposed APIs.

"Today Sensedia is our heart, we have several marketplaces plugged into our bus. With this, in addition to our partners, we can do actions in the bus that facilitate the processes.

Several business rules are inside Sensedia, which is the world we explore a lot, because we can even control expenses in AP calls that we use today. Financially speaking, we were able to avoid unnecessary calls in some of the bureaus we consult today".

How about letting our team bring solutions like this for your business?

Don't waste time.

Contact Us

Antonio Quaresma
Admin of the entire API ecosystem
of Qista Financeira

Before approving a credit application, financial institutions conduct an analysis of available information to determine the level of risk associated with the customer who is applying for a loan. This investigation is done by consulting data provided by companies that specialize in collecting and evaluating financial information, known as credit bureaus.

Bus (or ESB, acronym for Enterprise Service Bus), is a middleware that acts in the service orchestration layer and is responsible for centralizing all the integration of the various systems that are part of the SOA architecture (Service Oriented Architecture) of an enterprise. Its main objective is to simplify the evolution and connectivity in legacy systems, decoupling and having a low impact on the environment.

Today, **Qista** has several integrated partners that facilitate governance, allowing the company to be even more competitive in the credit market by providing differentiated options to its customers. The customization of products to each customer increases loyalty and generates new business opportunities. Sensedia was a key player in the execution of the project, providing an agile and efficient integration.

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"In short, integrations with partners and the use of the developer portal are critical to success in the financial industry, such as **Qista**. Solutions like **Sensedia's platform** allowed the company to offer more complete and differentiated services to its customers, as well as reduce costs and increase operational efficiency. With these tools, together with **Sensedia**, it is possible to create a network of collaboration between companies, developers and users, generating a stronger and more dynamic ecosystem".

Adilson Cavati
Sales Director of Sensedia

Sensedia
Developer Portal

Sensedia
API
Platform

qista
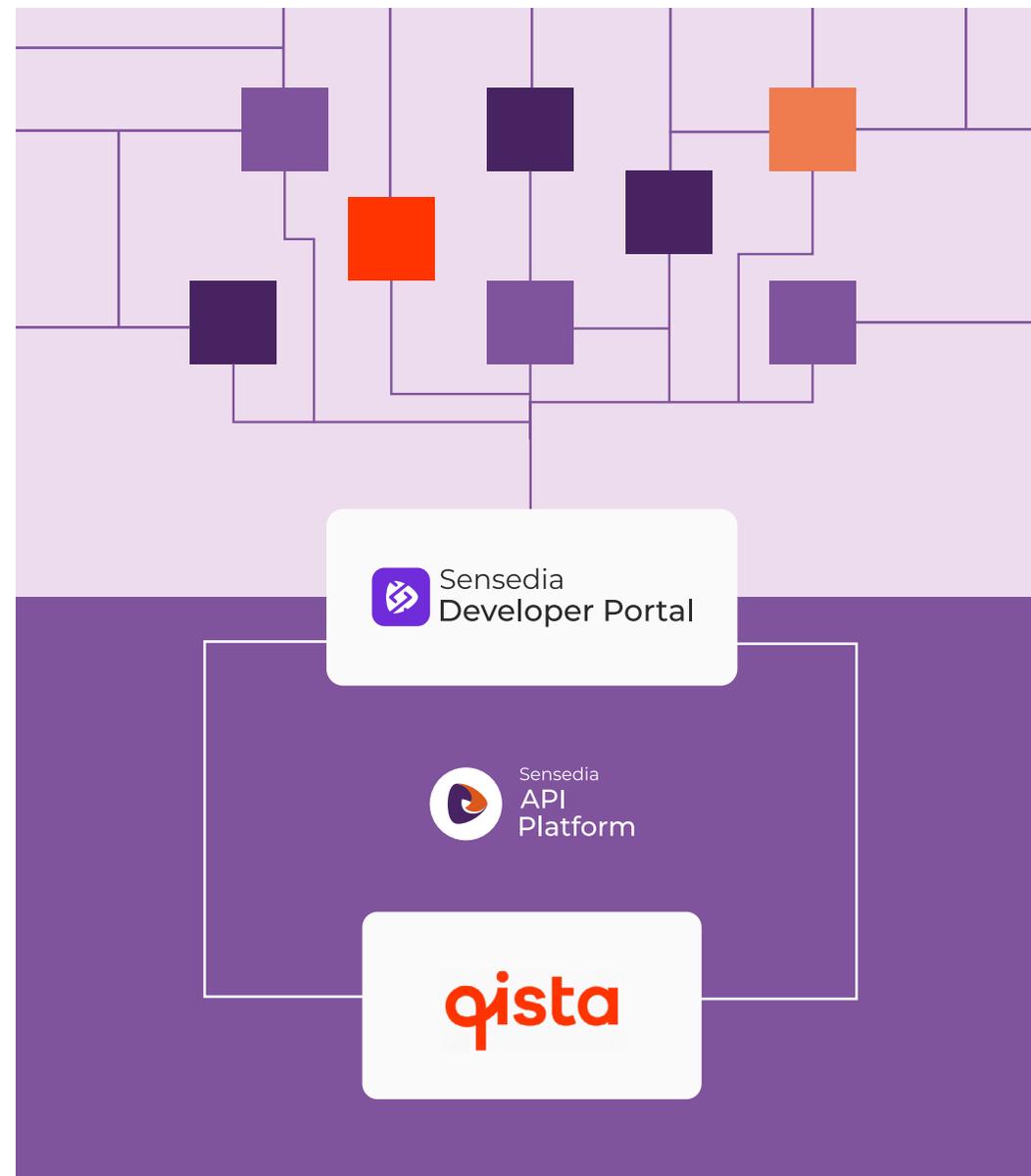
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Sensedia's role

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.
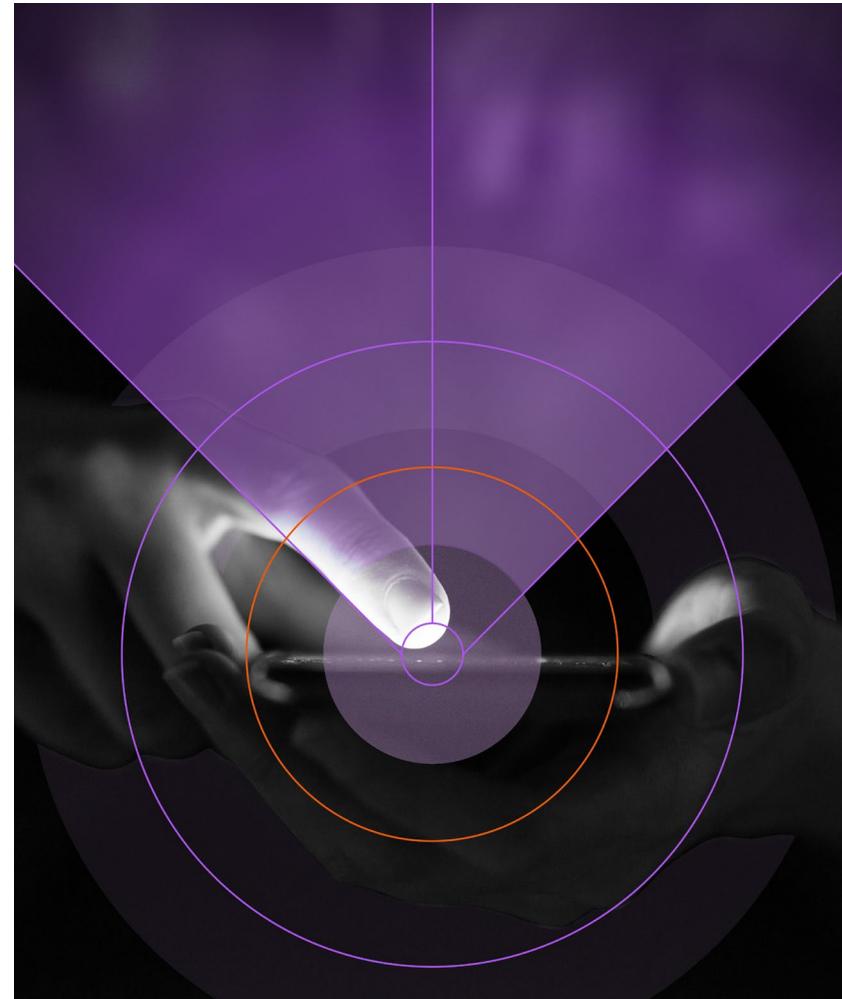
Connecting the efficent enterprise to business agility

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