

Customer Stories



# Integration Hub Elevates Seguros SURA's **Connectivity and Drives** **New Product Launches**

## API-based modernization enabling new products

Following a more aggressive positioning in exposing its products to the market, **Seguros SURA** began building an **integration hub** in 2024, choosing **Sensedia** as the partner to develop an architecture capable of sustaining the project.

The goal was to create a **modern, API-based integration layer**—both internal and external—that was scalable, robust, and reliable. This layer needed to support complex orchestrations and critical business workflows, enabling the launch of a strategic new product: Auto Único.





## Why Sensedia

One of the main drivers for choosing **Sensedia's products** was the ability to considerably reduce the logic that would traditionally be implemented in the backend, shifting those responsibilities to the integration products.

This approach **accelerated deliveries, increased standardization, and ensured greater governance and architectural security.**

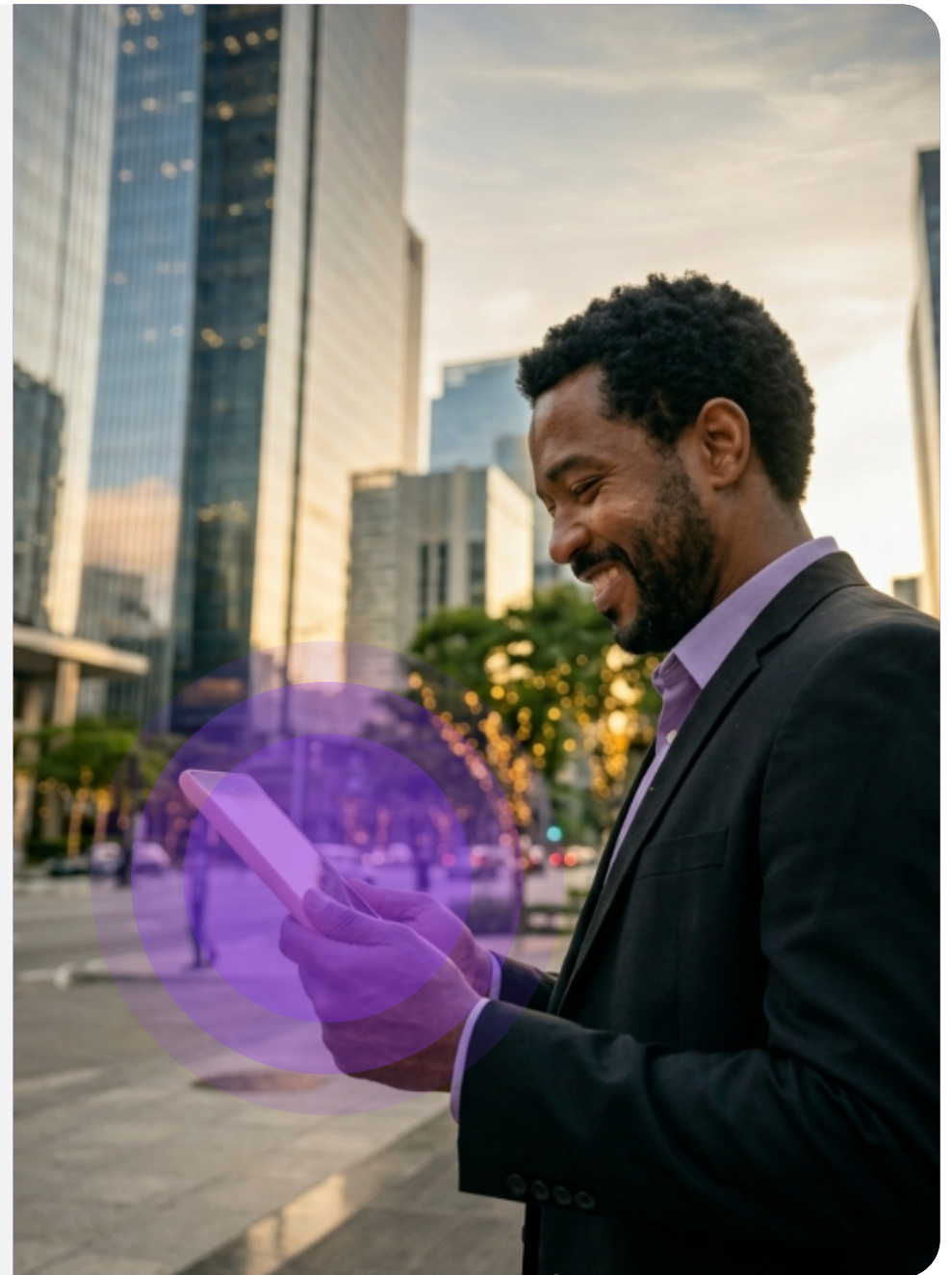
In addition to the products, Sensedia contributed its **consulting services** to redefine architectural standards, development best practices, and governance guidelines.

## Continuous evolution: the starting point for the new architecture

Aligned with its growth strategy and evolving market demands, the insurer identified an opportunity to upgrade its integration platform.

The objective was to build an architecture that would enhance governance, standardization, and visibility regarding API consumption, errors, and performance.

The company sought solutions that would enable improved use of simulation environments (mocks) and a clear separation of authentication mechanisms. The goal was to establish a technology foundation that not only supported current operations more efficiently but was also future-ready, ensuring greater operational control and agility in delivering new products.



# Implementation

The implementation process for the integration hub began with several **Discovery meetings** with Seguros SURA to understand, in detail, the integrations required to support the insurance journeys covered by the new product.

Following this macro-level understanding, a customized development process was designed, focusing on maximizing the construction speed of the new broker portal without compromising the solution's quality, governance, and scalability.

## Integrations were organized and executed in two stages:

**Stage 1** Planned to occur days before the start of each Sprint, this stage involved making the API contracts (Swaggers) available and publishing the APIs in a sandbox environment with simulated data (mocks). This model allowed the portal team to begin development early, based on well-defined contracts.

**Stage 2** involved the complete development of the integrations, followed by end-to-end testing at the close of each Sprint. This process ensured that before the end of each cycle, the portal team could consume real data from backend services, ensuring greater predictability, risk reduction, and faster product delivery.

By the end of the implementation, the new architecture consistently met **essential requirements for security, observability, scalability, and integrability**, significantly raising the maturity level of the integration platform.



**67 integration flows**

were implemented In **just 7 months**



## Overcoming Challenges

One of the first challenges overcome in the project alongside Seguros SURA was evangelizing the architectural concept of internal and external APIs, ensuring alignment among technical teams, and promoting the adoption of **good practices in governance, security, standardization, and API reuse.**

*“This cultural shift was fundamental to transforming the initial view of the platform—which previously operated in a more limited way—into a strategic integration hub capable of absorbing changes, reducing impact on consumers, and maintaining architectural stability.”*



**Jose Betancur**

Architecture Manager at Seguros SURA

There was also a need to customize specific points of the API contracts, allowing the portal team to import Swagger files and generate integration connectors automatically. This approach was essential for **accelerating development and reducing functionality delivery time.**

Another significant challenge was performing **conversions between SOAP and REST standards** to facilitate service consumption by **Guidewire** and other systems. This mediation and transformation layer added flexibility to the architecture, **reducing complexity for consuming systems and increasing interoperability.**

Additionally, defining and implementing a correlated logging strategy was necessary to ensure observability and traceability in a distributed environment. This effort allowed for greater operational control, making it easier to identify and resolve issues in a scenario with multiple simultaneous integrations.

## Results

The main gains following the implementation of Seguros SURA's integration hub include:



**API Standardization,** Clear definition of design standards, versioning, and policies.



**Significant Security Evolution,** Implementation of OAuth integrated with the corporate IDP, ensuring robust authentication and authorization aligned with market best practices.



**Increased Observability,** Utilization of Data Stream to load logs into Datadog, enabling centralized monitoring, call traceability, failure analysis, and greater operational control.



**Greater Governance and Access Control,** Better definition of profiles, plans, and consumption policies.

*"In addition to all these gains, we noticed a significant increase in control over integrations, a reduction in operational risks, faster velocity for evolving new services, and a structured preparation of the platform to sustain the growth and expansion of our digital products."*



### Mariano Chiavetti

VP of Technology and Operations  
at Seguros SURA

Currently, the company features **49 APIs**, accumulating more than **12 million monthly calls**.



# How Sensedia's iPaaS Enabled the Integration Hub

Initially, **Sensedia Integrations** played a fundamental role in optimizing integrations by offloading the responsibility of orchestrating service calls from backend systems and centralizing this function into a dedicated integration layer—built with concepts, patterns, and tools suited to its purpose. As a result, backend services could focus exclusively on business rules, leading to greater agility in delivering value to consumers.

*“Integrations enabled the construction of integration flows capable of gathering data from multiple distinct services and delivering it in a consolidated, processed format within a single request made by the consumer. This model significantly reduced consumption complexity, eliminating the need for multiple sequential calls to obtain each individual resource.”*



**Jose Betancur**  
Architecture Manager  
at Seguros SURA

Another widely explored scenario using Integrations was the creation of intelligent flows to orchestrate calls to external services billed per request. These flows were designed to check the backend prior to each request, dynamically deciding whether it was necessary to trigger the paid service. Additionally, information from these calls is now recorded and stored, creating a consistent history in the backend.

This architecture, based on advanced orchestration concepts, allowed the business to generate significant financial gains by reducing unnecessary calls to paid services, while increasing control, operational efficiency, and the sustainability of integration processes.



## Next Steps: APIs as Strategic Business Assets

The hub is expected to expand with the development of new integrations, specifically to enable the **inclusion of new insurance products into the digital portal**. The goal is to ensure scalability, service reuse, and greater agility in launching new offerings, thereby reducing time-to-market.

However, Seguros SURA's next steps go beyond the evolution of the integration hub. The strategy for the future is broader and more ambitious: positioning itself as a company capable of **monetizing its business through APIs**—essentially “API-fying” the organization. This means structuring internal products and capabilities so they can be offered as APIs, creating new revenue generation possibilities and new business models.

“The goal is for any and all partners wishing to do business with us to be able to do so through **secure, scalable, and reusable integrations**. We want to become a fully connectable, connectivity-driven organization, where APIs cease to be just a technical means of integration and become **strategic business assets**.” — **Jose Betancur**, Architecture Manager at Seguros SURA.

Thus, Seguros SURA's journey evolves from a technological modernization initiative into the consolidation of a new business model, where **connectivity, standardization, and API monetization** take center stage in the company's growth strategy.

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