



Sensedia accelerates Brazilian Multinational VR Benefícios' APIs and Omnichannel journey to expand its portfolio and improve consumer experience

VR Benefícios integrates several channels and innovates operations with the use of APIs



In partnership with **Sensedia**, a Brazilian multinational technology company specializing in APIs and microservices, **VR Benefícios** (VR) is driving its digital transformation and revamping its app and adding an ecosystem of customized solutions to its portfolio. The company will enhance VR Meal, VR Food, and other solutions for nutrition, mobility, loyalty programs, a super app, and financial services for employers and merchants.



A pioneer in the benefits payment sector, **VR** is implementing its strategy of going far beyond benefits payments, offering services such as Digital Account, Product Marketplace, Loyalty Program, Worker's Super APP, Mobility Services, Electronic Point, and others. These innovations were developed in collaboration with several tech startups, including Audaz Tecnologia, Global Points and Pontomais, all dedicated to the success of entrepreneurs, companies, commercial establishments and workers. VR has more than 70,000 enterprise clients and over 550,000 points of acceptance across Brazil.

VR values Sensedia partnership with AWS (Amazon Web Services) and selected for the project . AWS enables digital initiatives through APIs (Application Programming Interfaces). With Sensedia's experienced team and award-winning platform, VR can add more value and agility to its customer offerings through various connectivity services. The company has enabled the connectivity, security, processing, and scalability capabilities needed to provide agile integration with its business partners and expand market offerings.

Long-time innovator, VR, started its partnership with Sensedia in 2018. VR continues to invest in technology to provide the best experience for its four million end-users throughout Brazil. The company chose to work with Sensedia because of its expertise in making businesses increasingly digital, connected and open.

“We expect to advance our integration via APIs, including new journeys that enable an increasingly flexible and open customer experience and allow our company to innovate and seize future partnership opportunities even faster”.



Renato Teixeira

VR Products and Platforms
and Platforms

Omnichannel Journey

Sensedia's expert team and innovative platform enabled **VR** to accelerate digital transformation strategy for the omnichannel journey by integrating with several entry channels, such as Facebook, WhatsApp, IVR and Chatbot. Through these channels, workers and entrepreneurs can check account balances, view statements and access support requests. The omnichannel journey strategy makes acquiring and selling VR's products more efficient by connecting partners with more agility, ensuring standardization in the company's business model, and leading to a faster understanding and response to market demands and movements.

Some other benefits included:



Easier onboarding of partners for seamless integration through the Sensedia Platform



Assurance and sharing of best practices in API development and governance.



Use of a dedicated Sensedia API team to meet the VR teams' needs.



Increased security and data governance by performing all inbound and outbound flow through the Sensedia Platform.

The Project's Future

Sensedia's expert team establishes and follows a high level of quality to develop **VR** APIs that meet market standards. Suppliers and partners easily integrate their solutions with **VR** as communications are powered by a canonical model that standardizes the exchange of information. The company grows revenue through the platform for benefit solutions in their market and is a recognized leader in the Benaas (Benefit as a Service) market.

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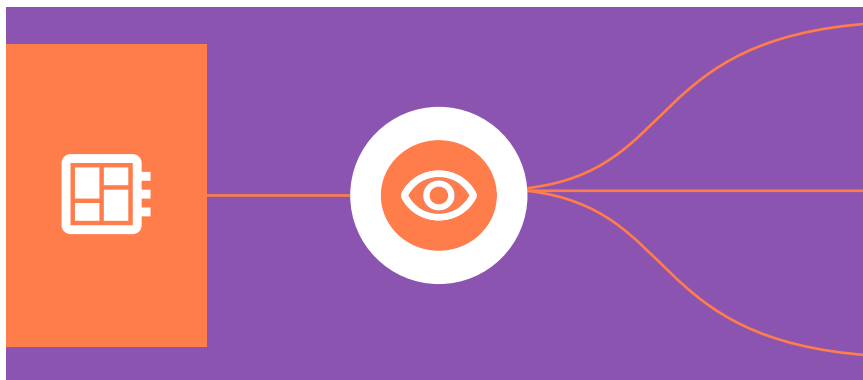
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Sensedia views API governance as critical for its partners. Each process, whether API exposure or app creation, was structured and thoroughly documented in **VR's** internal tool. Defined governance standards and shared best practices among the various development teams now facilitate a smooth onboarding journey and enhance partner engagement for VRs customers.

According to Fábio Rosato, **Sensedia's** Solution Director, **VR's** APIs were designed to maximize input acceleration and information use. Sensedia made the APIs available for agile onboarding channels, such as the Developer's Portal. The API Gateway is the integration hub that centralizes management, facilitates monitoring and observability of all channels, and ensures control of API access keys to **VR's** digital products.



“Since the beginning of the project, we have used APIs to optimize **VR's** operation, actively participating in **VR's** entire end-to-end digital transformation journey. Beyond APIs use, **VR** has realized positive results for platform users, increasing merchant engagement and new client leads. **VR** is strengthening business relationships through a strong API strategy”

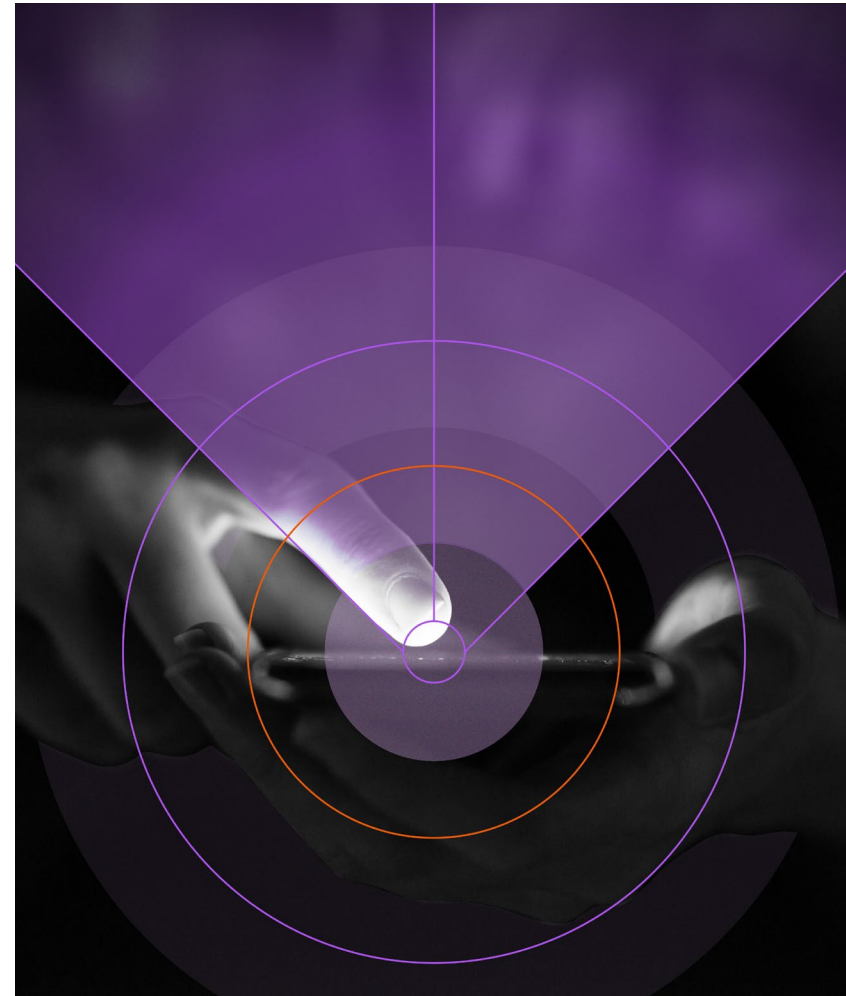


Fábio Rosato
Solution Director at Sensedia

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

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