

Case Study

BUPA – BUILDING A FUTURE-READY HEALTHCARE ECOSYSTEM

CLIENT PROFILE

Bupa (British United Provident Association Limited) founded in the United Kingdom in 1947 as an international health and healthcare insurance group, currently has more than 43 million customers worldwide. BUPA also runs aged care facilities in four countries: the UK, Australia, Spain and New Zealand.

CHALLENGE

Bupa's vast footprint across multiple regions faced significant hurdles in maintaining operational efficiency and adhering to strict compliance demands in differing regulatory environments. Operations across multiple regions were managed in silos with fragmented processes, making it difficult to maintain consistent operational efficiency and to support digital transformation initiatives.

The organization also faced challenges with legacy systems that required modernization to meet evolving customer expectations. At the same time, managing a complex IT infrastructure—including cloud services and connectivity across numerous Latin American countries—placed significant strain on internal teams.

These challenges were compounded by a persistent resource gap. Securing specialized IT talent for application development, cloud migration, and infrastructure assessments proved difficult, slowing down critical innovation projects.

SOLUTION

To address these challenges, Bupa partnered with Claro to implement an integrated suite of IT solutions designed to streamline operations and establish a scalable foundation for digital transformation. The approach focused on modernizing core infrastructure, strengthening operational support, and enabling innovation through custom development. These capabilities were delivered through three core solution engines.

Foundation Engine (Infrastructure)

Claro modernized the organization's IT environment by establishing a resilient and scalable technology foundation. This included infrastructure assessments and a full Cloud and Productivity Transformation, incorporating management of Microsoft Enterprise Agreements (EA), Server and Cloud Enrollment (SCE), and cloud migration initiatives.

To support consistent operations across Latin America, Claro also deployed a comprehensive connectivity suite including Contact Center as a Service (CCaaS), Unified Communications as a Service (UCaaS), SIP Trunking, and Dedicated Internet Access (DIA), enabling unified communications and improved collaboration across regional teams.

Extension Engine (Managed Services)

To address internal resource constraints, Claro provided IT Staff Augmentation services, integrating vetted, highly skilled professionals into existing teams. These specialists delivered operational support and helped execute complex technology initiatives, bridging talent gaps and accelerating key projects.

Innovation Engine (Application Development)

Claro also delivered custom application development tailored to the organization's internal processes. Dedicated development resources built specialized applications to streamline workflows and introduce new capabilities beyond standard software platforms, enabling greater operational efficiency and innovation.



RESULTS

The strategic partnership has delivered measurable outcomes that reinforce Bupa's market leadership:

- **Enhanced Operational Efficiency:** The deployment of custom software and streamlined platforms automated internal practices, reducing manual effort and ensuring process consistency across diverse regions.
- **Modernized & Scalable Infrastructure:** Successful cloud migrations created a more agile and secure IT foundation, capable of supporting future growth and adapting to changing market needs.
- **Unified Collaboration:** Advanced connectivity services successfully bridged regional gaps, enabling better collaboration and more reliable service delivery across the LATAM footprint.
- **Accelerated Innovation:** The addition of specialized talent and custom application development empowered BUPA to innovate faster and more effectively, streamlining workflows and improving service delivery.

CONCLUSION

By leveraging the wide-ranging expertise of Claro, Bupa successfully overcame its most pressing operational and technological challenges. The ongoing partnership has provided the necessary talent and tailored solutions to drive digital transformation, modernize infrastructure, and streamline processes. This holistic approach has not only delivered substantial financial returns but has also empowered Bupa to operate more efficiently and cohesively across its multi-regional footprint, solidifying its position as a leader in the global healthcare market.

