

Company: FPT Software
Company Description: FPT Software, a subsidiary of FPT Corporation, is a global technology and IT services provider headquartered in Vietnam, with \$1 billion in revenue (2023) and over 30,000 employees in 30 countries.mThe company champions complex business opportunities and challenges with its world-class services in Advanced Analytics, AI, Digital Platforms, Cloud, Hyperautomation, IoT, Low-code, and so on.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Insurance Solution
Nomination Title: FPT Software's AI Agent Digital Platform: The AI-Driven future of Insurance sales enablement



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:
- Latest product update date: 1/8/2024
4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 335 words used.

In today's digital era, sales professionals need more than tools, they need intelligent platforms that empower their performance, decision-making, and growth.

FPT Software's AI Agent Digital Platform (AIDP) by FPT Corporation is redefining how insurance and finance agents operate. By integrating smart performance tracking, personalized engagement, seamless onboarding, advanced reporting, and secure data management into a single platform, AIDP streamlines the entire sales lifecycle.

Harnessing intelligent automation and real-time insights, AIDP empowers agents to boost productivity, convert more leads, and build lasting customer relationships, while enabling scalable, compliant team expansion in a dynamic business environment.

AIDP empowers agents in five core areas:

- Dynamic Sales & KPI Management**
Real-time dashboards and stage-based analytics help agents optimize performance and exceed targets to elevate sales effectiveness.
- Personalized Lead Engagement**
Automated scheduling and detailed customer interaction histories enable tailored communication that drives conversions and deepens relationships.
- Sustained Customer Loyalty & Growth**
Post-sale tools track support requests, gather feedback, and identify upsell opportunities, fostering trust and expanding client lifetime value.
- Accelerated Agency Expansion & Onboarding**
AIDP uniquely supports direct recruitment and management of agents, speeding onboarding and scaling networks efficiently.
- Proactive Alerts & Automated Reporting**
Reminders prevent missed opportunities, while detailed analytics enable data-driven coaching and continuous development.

Powered by secure, scalable, and sustainable infrastructure, AIDP offers:

- Seamless integration & technology:**
Built on Microsoft Azure Cloud, AIDP offers high scalability, a responsive UI, and AI-powered functions like OCR, eKYC, and AI Assistants to automate core tasks.
- Enterprise-Grade Security & Compliance:**
Designed for strict adherence to industry standards, AIDP complies with OAuth, RBAC, and end-to-end encryption. The platform safeguards sensitive data with behavioral analytics and intrusion detection, ensuring user privacy and regulatory compliance at every level.
- Sustainable Design & Broader impact:**
With paperless operations and inclusive design, AIDP supports ESG goals and digital literacy, aligning with smart city and digital transformation strategies.

Certified for excellence:

AIDP holds ISO 9001 (Quality Management), ISO 27001 (Information Security), and ISO 22301 (Business Continuity) certifications, demonstrating its reliability, resilience, and commitment to global best practices.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 316 words used.

Vietnam's digital insurance platform market is expanding rapidly, valued at approximately 300 million USD. Major insurers such as AIA, Manulife, and Prudential are heavily investing in accelerating digital transformation through automation and AI-based platforms.

FPT Software's AIDP is emerging as a key player in this transformation. Successfully deployed by two of Vietnam's top five life insurers, AIDP covers 27.3% of the market. With insurers allocating 3-10% of IT budgets to digital platforms, AIDP is positioned to capture 1.3-1.7% of the market, projecting 4-5 million USD in annual revenue.

Success Story: Global Insurer's Digital Leap via the implementation of AIDP

Challenge:

A leading life insurer operating in 20 countries, with over a century of legacy, faced stagnating revenue and operational inefficiencies. Manual sales processes, low agent productivity, limited automation, and paper-heavy underwriting and claims workflows hindered growth amid rising customer expectations for digital, personalized experiences.

Solution:

To mitigate these challenges, the insurer partnered with FPT Software to deploy AIDP alongside Insurance 360 (a combination of FPT Software's Confidon and CRM) for claims automation.

Key results:

Operational Excellence & Automation

- Achieved 100% digital adoption for onboarding and policy issuance, alongside a 96% adoption rate for digital training.
- Improved straight-through processing by 23% and reduced underwriting time from 20 minutes to 2 seconds, resulting in a 600% increase in underwriting efficiency.

Sales & Business Growth

- Enabled 100% remote sales capability with a 97% adoption rate for digital POS and new business submission systems.
- Generated over 2 million qualified leads, contributing to 280 million USD in annualized new premium revenue.
- Increased MDRT membership by 25% and expanded agency leadership by 8%.

Additional benefits include centralized data, AI chatbots, real-time reporting, and eKYC. One regional insurer even experienced a 10% productivity boost and 33% growth in new business value within a year. AIDP's modular design, rapid deployment, and cloud compatibility (AWS, Azure) continue to drive its growing adoption

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 43 words used.

- **Compilation of AIDP's product descriptions:** Enclosed in this [designated](#) folder
- **Award Accreditations:**
 - Winner of [Hongkong Business Technology Excellence Awards 2024](#).
 - Winner of [EXCELLENCE Award](#) – AI+ in Business Award 2025 (Large Corporate).
 - Winner of [Sao Khue Awards 2025](#) (Insurance, Stocks & Investment Category).

Attachments/Videos/Links:

[FPT Software's AI Agent Digital Platform: The AI-Driven future of Insurance sales enablement](#)

[REDACTED FOR PUBLICATION]