

Case Study

SDLC Optimization, ITSM & Executive BI Reporting for a Leading KSA Insurance Company

Client Name	Leading KSA Insurance Company (anonymized)
Client Industry	Insurance
Region	Saudi Arabia (KSA)
Services Provided	Work, Service & Knowledge Mgmt, Portfolio Reporting, Enterprise BI Integration, Capability-Building
Engagement	Ongoing professional services + structured capability program

PAIN POINT / PROBLEM

The insurer's software delivery lifecycle and IT service management processes had grown organically, resulting in inconsistent workflows, slow service resolution, and limited executive insight into delivery performance. Leadership reporting required manual data extraction, and the technology and digital teams needed structured upskilling aligned with the company's strategic pillars.

OUR PROPOSED SOLUTION

VIDSCOLA provides ongoing professional services across the insurer's Atlassian estate — work management, service management, and knowledge management licenses plus a marketplace portfolio-reporting license. The engagement renovated the SDLC framework, optimized ITSM processes, and integrated the platform with the client's enterprise BI tool for real-time executive dashboards. In parallel, a capability-building program sponsored by HR delivered agile, AI fundamentals, transformation leadership, and product management training with tailored professional certifications.

SOLUTION IMPACT

- Reduced average service-ticket resolution time by approximately 40% through optimized ITSM workflows.
- Cut executive reporting preparation effort by around 60% with automated BI dashboards.
- Shortened SDLC cycle time by roughly 35% via renovated, standardized delivery workflows.
- Upskilled 100+ technology and digital staff through a structured capability-building program.

40%

Faster ticket resolution

60%

Less reporting effort

100+

Staff upskilled