

AI-Native Enterprise: The Backbone for Compliance, Growth, and Communication

How a large financial institution unified consent, personalization, and communications into a single, governed execution layer.

AT-A-GLANCE

Company: Large Financial Institution
 Industry: Financial Services
 Department: Compliance, Marketing, Data & Analytics
 HQ / Location: Mumbai, India
 Scale: Millions of customers and daily interactions

\$5.5M

Projected annual cost savings

800K+

Consumer consents in two weeks

37%

Improvement in message delivery rates

CHALLENGE

At a large financial institution, compliance, marketing, and communications operated in silos. Consent data was fragmented across platforms, marketing relied on generic targeting, and 27+ messaging systems sent billions of ungoverned messages monthly—driving regulatory risk, spiraling costs, and poor customer engagement.

USE CASES TRANSFORMED INTO AI NATIVE

With UnifyApps, the institution unified compliance, personalization, and communications into a reusable, AI-Native execution model:

Consumer Consent Management

🕒 BEFORE

Scattered consents with no audit trail

💰 COST

Regulatory exposure and customer trust risk

⚡ AFTER

Granular, real-time consent synchronization

✓ BUSINESS IMPACT

800K+ consents captured in two weeks

Behavioral Upsell Engine

🕒 BEFORE

Broadcast campaigns using aggregate data

💰 COST

Missed conversions and high acquisition costs

⚡ AFTER

Real-time behavioral nudges across channels

✓ BUSINESS IMPACT

Higher conversions and portfolio engagement

Unified Communication Hub

🕒 BEFORE

27+ systems sending 2.5B messages monthly

💰 COST

\$4.1M monthly spend and duplicate messaging

⚡ AFTER

Centralized hub with template and DLT controls

✓ BUSINESS IMPACT

\$5.5M annual savings and 37% higher delivery

One foundation. Compounding returns.

Shared customer, consent, and messaging objects—including Customer Profiles, Communication Templates, and Transaction Logs—enabled reuse across compliance, marketing, and communications.

INTEGRATIONS USED

Banking Channels: NetBanking, Mobile Banking, PayZapp, SmartBuy.

Communication: SMS Aggregators, DLT Platforms, WhatsApp, Email.

Core Systems: OneTrust, CRAIN, CRM, HDFC Dialer Systems.

90% faster
time-to-market

UnifyApps delivered production compliance in two weeks.

Previously, traditional builds took 12–18 months.

THE CIO'S PLATFORM

One horizontal standard
across the enterprise



THE ENTERPRISE BRAIN

One truth across every system



ASSEMBLY-FIRST METHODOLOGY

Compose, don't hand code



ADDITIVE

Your CRM stays your CRM



DEPLOY ANYWHERE

Your cloud, network, or on-prem



MODEL AGNOSTIC

Any model, any step, your choice

Master Agents & App Catalog (MAAC)

Explore 295+ Production-Proven AI Agents
Across Finance, HR, Supply Chain, Sales & IT

[Explore Use Cases →](#)



ABOUT UNIFYAPPS

UnifyApps is the Horizontal AI Operating System for the enterprise — the agentic automation platform that does the 80% of Enterprise AI the models can't, unifying every system into one Enterprise Brain and letting teams assemble agents, apps, and workflows to go from pilot to production up to 10x faster, cheaper, and easier to maintain.