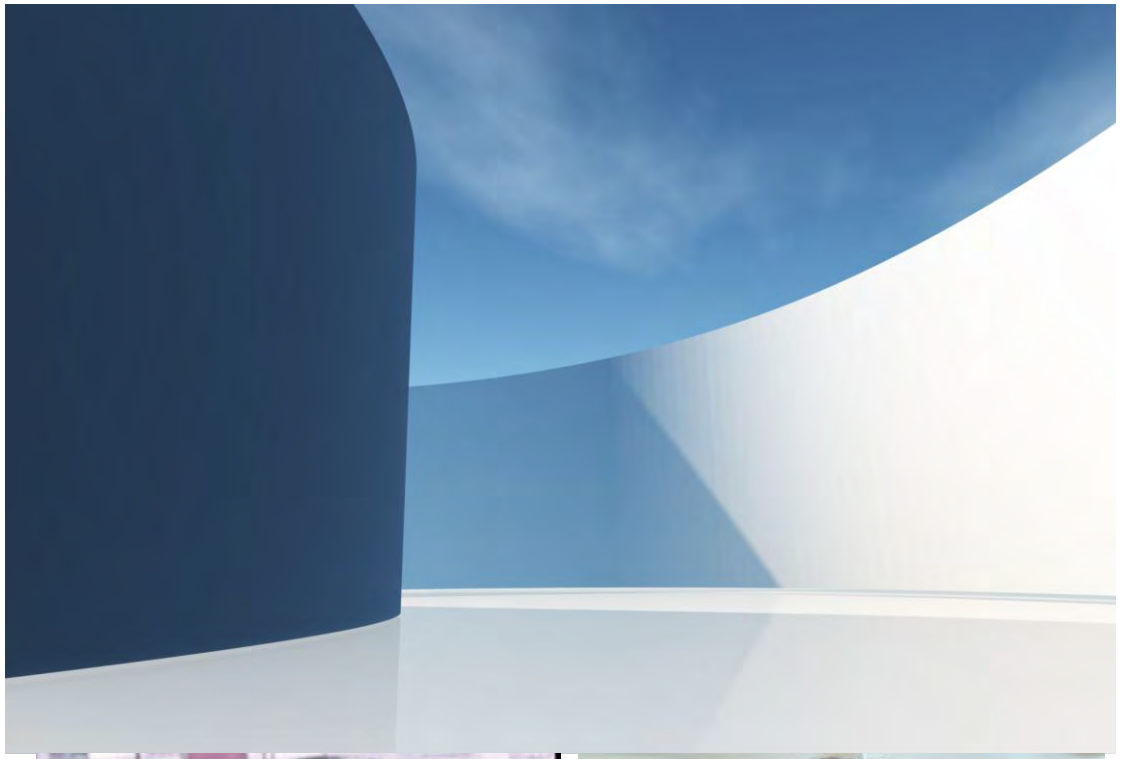


Platform evangelist & Digital transformation enthusiast

Platform Engineering and Digital Transformation: Bridging the Gap

By- Manik Kashikar & Prachita K

Digital transformation leads every agenda, but too often fails to deliver impact

Unable to launch new product lines & variant quickly
(lack of business agility)

Unable to operate at scale and manage cost

Complex IT landscape with silos & duplications

Business demands agility, speed, and innovation, technology delivery is drowning in complexity, The promise of transformation fades amidst fragmented tools and fragile processes

This is where platform engineering steps in, a digital backbone

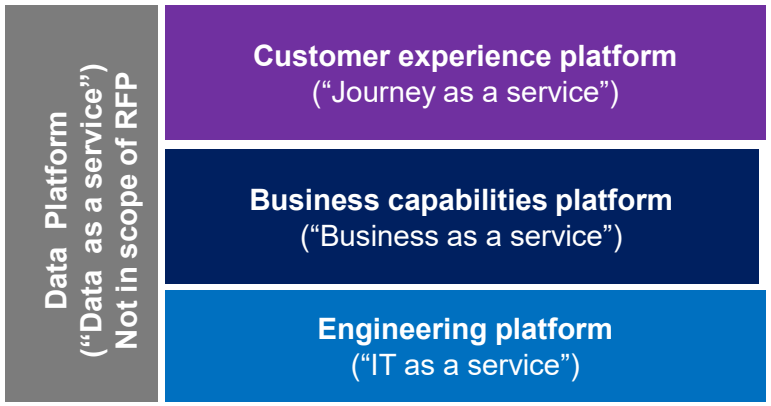
What is Platform?

PLATFORM IS LIKE TOWN PLANNING

A platform is a reusable digital foundation that simplifies complexity, standardizes operations, and accelerates innovation across the enterprise.

Platform engineering is the discipline of building internal platforms that abstract complexity and enable teams to deliver value faster

Breaking down platform strategy into different types of platform



Customer experience platform

CX platform provides unified user experience across all the channels with single view of customer profile and journey with personalized content. Also onboards partner ecosystem with consistent user experience for services and products offerings.

Business capability platforms

A collection of business and technology capabilities that helps deliver value to consumers in terms of building products and services at much faster pace with more business agility and embracing change.

Engineering Platform

A set of core infrastructure and engineering capabilities available as self service, aimed at improving the efficiency of developer teams. And by reducing frictions and cognitive load of repetitive mundane tasks, allowing them to focusing on developing business value features.

Data platform

Provides common capabilities for creating, discovery and consumption of data products. This empowers the enterprise to unlock the value of data for their business and operations through insights. It also enables effective decision making and a culture of experimentation across the enterprise.

What is platform thinking?

DELIVERY INFRASTRUCTURE	API & ARCHITECTURE REMEDIATION	SELF-SERVICE DATA	EXPERIMENT INFRASTRUCTURE & TELEMETRY	CUSTOMER TOUCHPOINT TECHNOLOGY
Deliver Faster	***Build Ecosystem***	***Gain Insights***	***Experiment Responsibly***	***Consistent Experience***
				
⊙ Elastic Infrastructure ⊙ CD Pipelines ⊙ Security ⊙ Deployment Runtime ⊙ Monitoring	⊙ Developer Experience ⊙ Service Boundaries ⊙ Event Driven Architecture ⊙ Public Gateways ⊙ Microservices SOA topologies	⊙ Data Pipeline Design ⊙ Realtime Architectures ⊙ Data Lake Design ⊙ Data as Product ⊙ Granular Authorization	⊙ Data Collection ⊙ Canary Releasing Process ⊙ Toggle Architecture ⊙ Routing Technology ⊙ Visualization & Instrumentation	⊙ Single View of Customer ⊙ Content Strategy ⊙ Personalization ⊙ CD for Mobile ⊙ Channel Redirect

What is Digital transformation?

Digital transformation is the shift from doing things *with* technology to running the business *as* technology

Digitization	Digitalization	Digital Transformation
Convert	**Automate**	**Transform**
scanning paper and converting to PDFs	Automating the workflow -Routing invoices through an automated workflow system	Rethinking *how business creates and delivers value* with technology at the core

Why Platforms Matter for Digital Transformation

Speed & Agility

Platforms provide **self-service, reusable capabilities** (infra, security, data)
Reduces time-to-market for digital products

Scalability & Resilience

Standardized, cloud-native foundations allow scaling without chaos
Ensures systems are reliable, observable, and secure by design

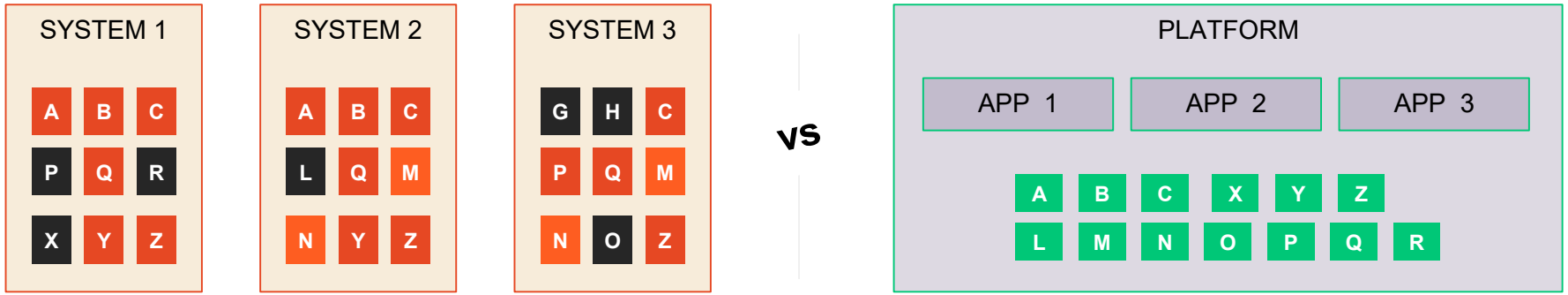
Simplification & Focus

Platforms abstract complexity of infrastructure and compliance
Product teams focus on business value, not technical plumbing

Innovation & Growth

Platforms enable experimentation at scale (AI, analytics, new business models).Unlocks new revenue streams and better customer experiences

System Approach Vs Platform Approach



Applying the Platform approach to digital transformation of medical invoicing system

Current State of Medical Invoicing

In the current healthcare invoicing process, approximately 3 tonnes of physical invoices are received weekly via postal services which translates to approximately 1.2 million documents. Each invoice requires manual entry, physical verification of signatures and stamps, and manual forwarding to claims management team for further processing. This results in a heavily manual operation that demands significant number of full-time resources for end-to-end processing.

Key pain points:

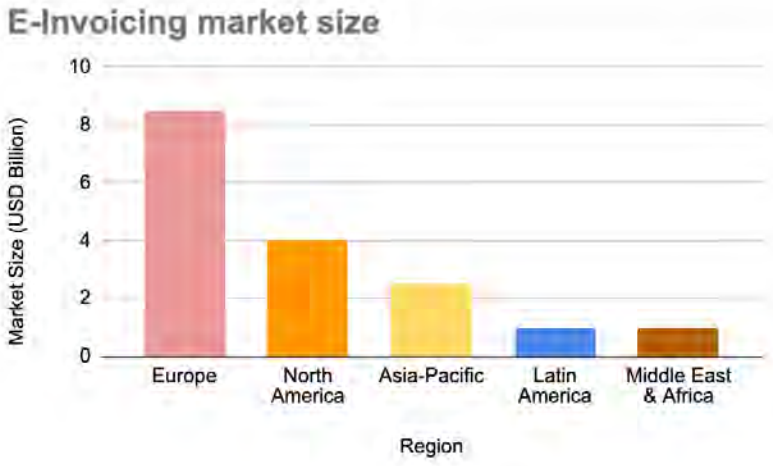
- Labor-intensive and error-prone operations
- Long turnaround times and high administrative costs
- Growing risk of compliance gaps and fraud
- Lack of scalability for future growth

Operational inefficiencies & Compliance risks

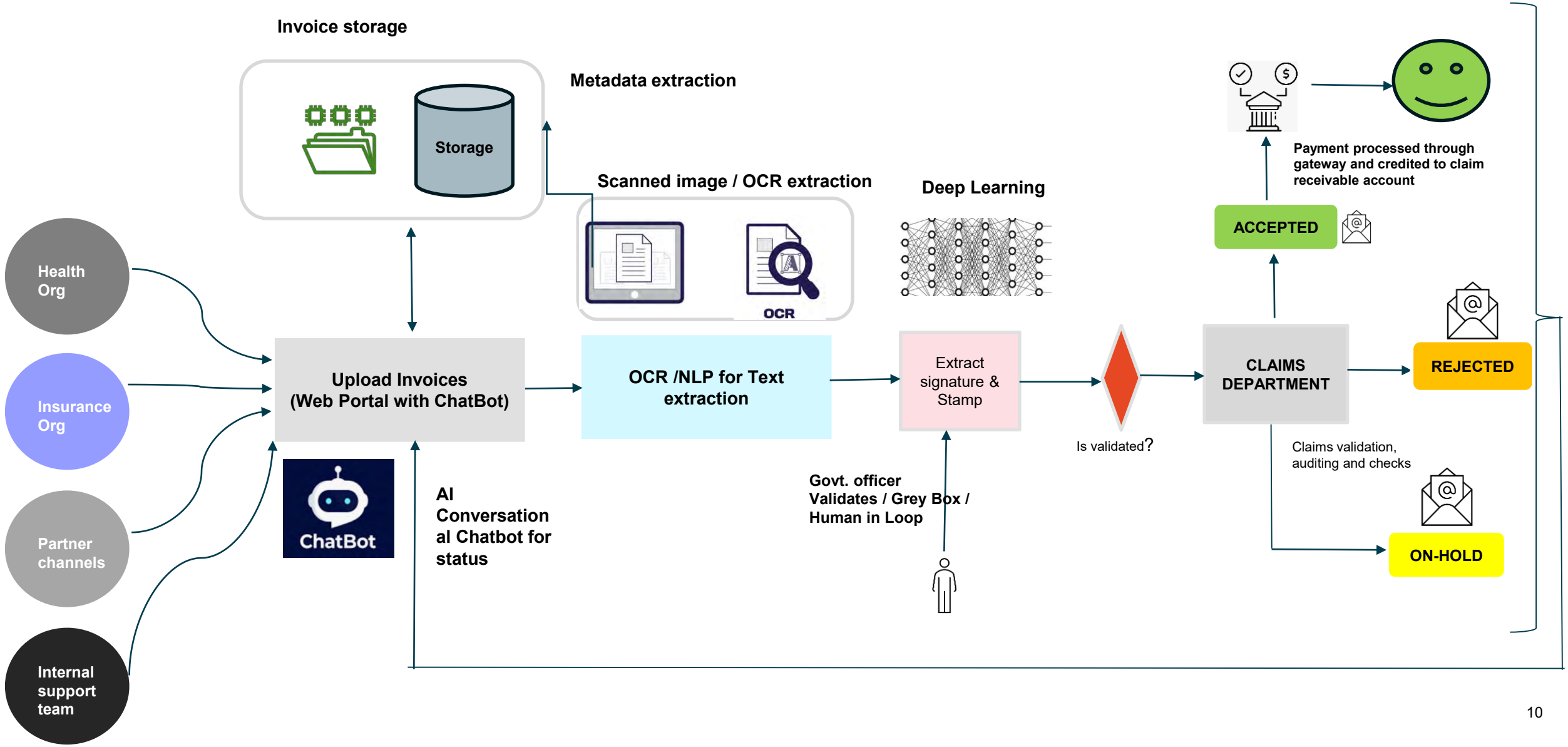
- Invoice processing consumes substantial manual hours on a monthly basis.
- High susceptibility to data entry errors and fraudulent claims.
- Limited traceability and real-time visibility for stakeholders.
- Increased cost-to-serve, delayed reimbursements, and reduced provider satisfaction.

Scalability & Sustainability challenges

- The current system cannot scale with increasing invoice volumes
- Dependency on paper-based workflows contradicts digital and environmental goals.
- Inefficient workflows strain both operational budgets and compliance postures.
- Lead to claim denials and delayed reimbursements



Proposed workflow



Strategic focus of our solution

Digitization

Lay the foundation for scalable operations by strategically shifting from manual to digital-first e-invoicing processes.

Digitalization

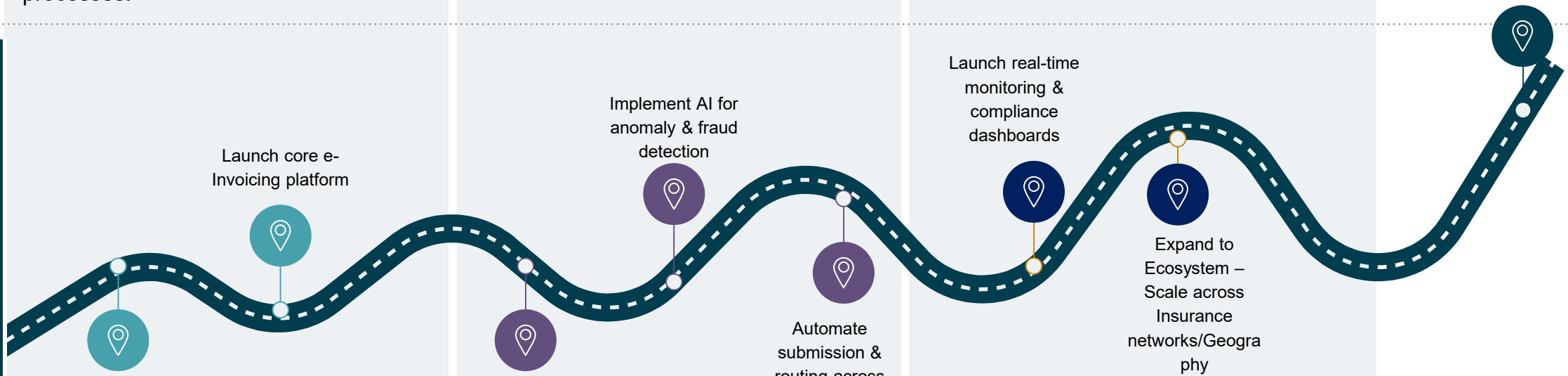
Implement cutting-edge digital solutions to streamline validation and proactively identify fraudulent activities.

Digital Transformation

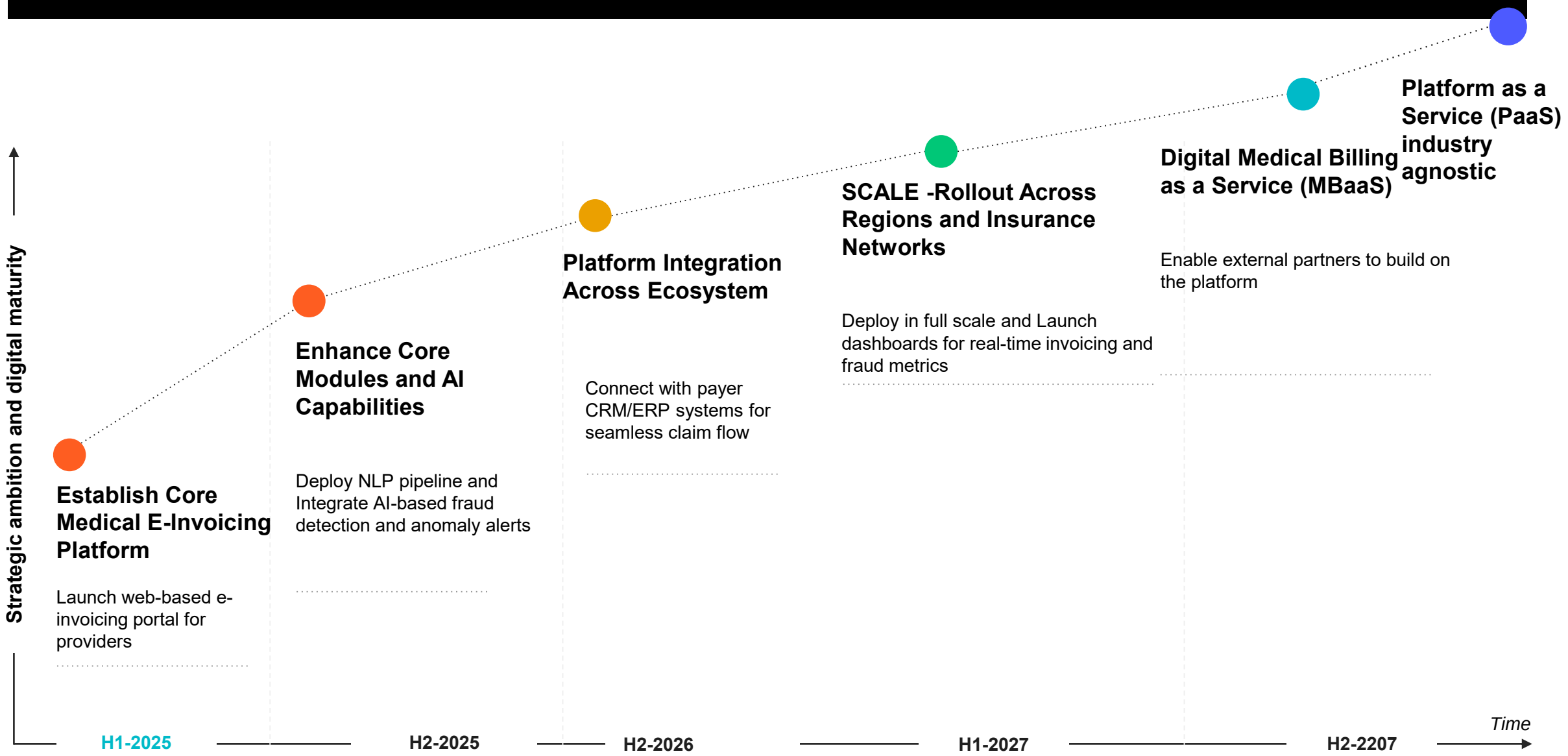
Digitally transform the invoicing journey across functions from claims to payments by embedding automation for improved accuracy, speed, and scalability.

Industry Agnostic, Platform Agnostic solution

Key Milestones



Roadmap : Digital Medical Invoicing Platform



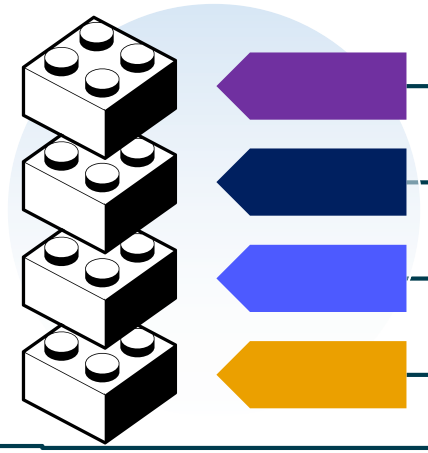
Enabling DigitalTransformation using platform thinking approach

Enabling Disruptors

- Open APIs to integrate with hospitals, pharmacies, and payers effortlessly
- Cloud-native, modular architecture for scalable, real-time claim processing
- Built-in observability and security with blockchain audit trails and secure integrations
- API Interoperability by design through external/internal product APIs

Empowering Incumbents

- Smart workflows to streamline claims, validation, and fraud checks using ML/AI
- Digital Invoice-as-a-Service (DIaaS) enabling faster, automated reimbursements
- Compliance-ready platform aligned with GDPR, HIPAA, and audit mandates
- Improved operational agility with reduced manual overhead



Moving from Paper (Manual) to Intelligence

- Shift from manual workflows to fully digital, verifiable contracts
- Use of feature stores and AI pipelines for real-time data-driven decisions
- Every interaction becomes a data product – invoice metadata, audit trails, confidence scores

Platform thinking approach

- Infrastructure as Code for automated, composable deployment
- Secure, automated SDLC for smart contracts and invoice logic
- Real-time monitoring and alerts for system health and transaction status

What defines the success of Digital invoicing platform ?

Customer Metrics

- User Experience /CSI
- TAT
- Customer Support

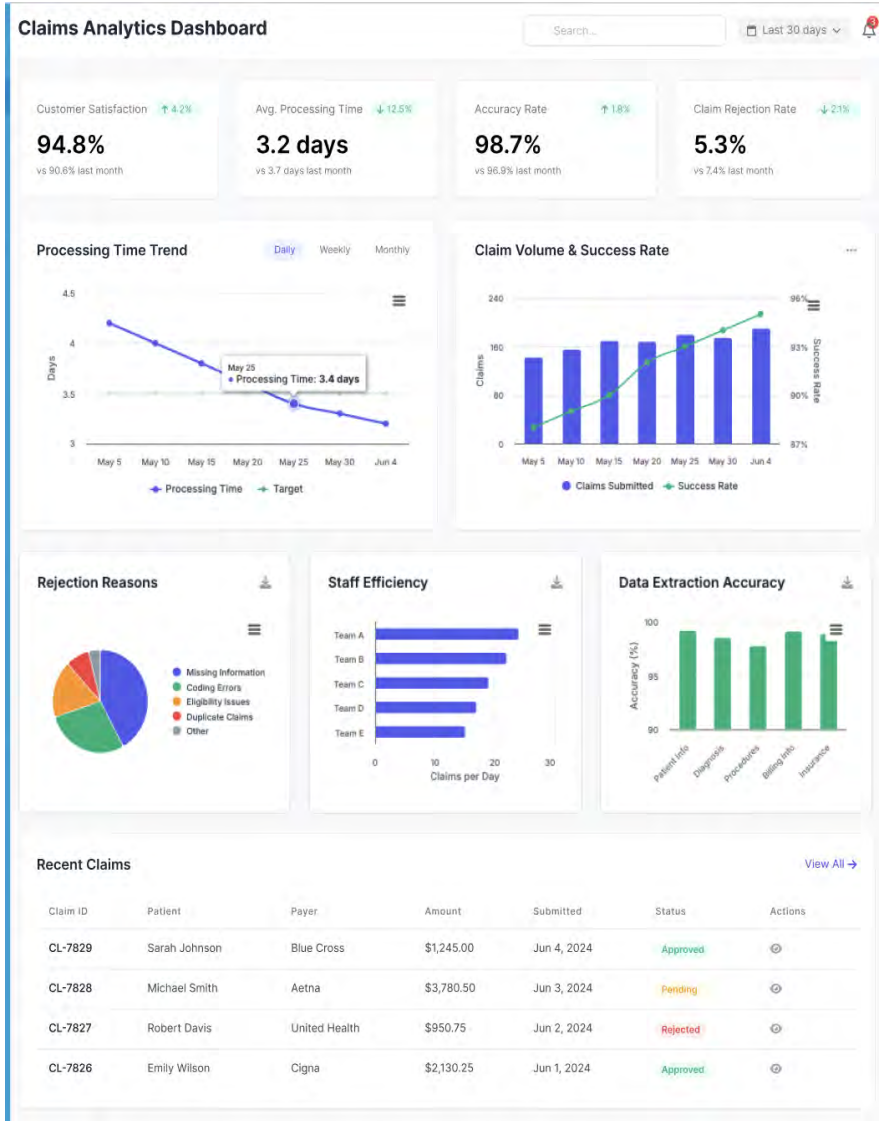
Business Value

- Reimbursement Speed
- Fraud Reduction
- Compliance

Operational Metrics

- System availability,
- Accuracy
- Fraud detection,,
- Exception Rates,
- Throughput

Metric	AS-IS	TO-BE
Processing Time	5–10 days	24–48 hours
Error Rate	~12%	<2%
Manpower	50+ FTEs	Reduced by 60%
Invoice Tracking	Manual	Real-time
Compliance	Prone to oversight	AI-verified
Scalability	Limited by workforce	Scalable to 5x volumes



Thank you!