

New York Life and AWS: Building a modern foundation for data and AI

 newyorklife.com/newsroom/building-modern-foundation-for-data-and-ai

AWS recently featured New York Life in a customer story article and video on its website.



New York Life’s commitment to innovation and client and agent experience was recently featured in an Amazon Web Services (AWS) customer story, showcasing how New York Life is reimagining our digital foundation to better serve clients, agents and advisors.

The feature, and an accompanying video interview with New York Life’s Chief Data and Analytics Officer Don Vu, illustrates our journey to a modern, cloud-first platform that unifies data across the enterprise. This transformation is enabling faster insights, more seamless experiences and smarter tools — strengthening our ability to deliver trusted guidance in an increasingly digital world.

“As our clients, agents and advisors expect seamless experiences, we know that the foundation for those experiences is technology, data and AI,” said Don Vu.

By modernizing our approach, New York Life teams are unlocking new solutions that combine advanced technology with our hallmark human touch. One early example is Service Sage, a generative AI tool designed to support service representatives by surfacing answers from complex policy documents. Since its launch, Service Sage has reduced call hold times, improving both accuracy and consistency in customer service.

Looking ahead, Vu added: “In our next chapter, we’ll be maturing our platform’s data, products and capabilities across operations, insights and AI... We’re excited about how these services will provide us with a unified view of our data in a single platform.”

With a 180-year legacy, New York Life is proving how a mutual life insurer can responsibly harness innovation to create lasting value for the clients, agents and advisors we serve.

Read the full AWS customer story [here](#) and watch the interview [here](#).