

Solution Brief

Insurance Industry

Platform
DIGITAL™

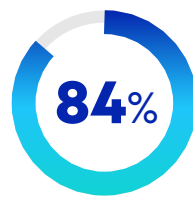
The digital economy is remaking how global enterprises create and deliver customer value. For all industries, this forces IT to re-architect towards a decentralized infrastructure, enabling global distributed workflows at centers of data exchange to remove data gravity and scale digital business.

Insurers leverage digital innovation to pinpoint new market opportunities and to create differentiated customer experiences ...

... that drive lower costs, improved margins, higher revenues, and increased market share ...

... and must modernize back-end systems by consolidating global datacenters and creating standardized infrastructure deployments across physical and virtual environments in regional hosting zones—enabling end-to-end processes and systems while ensuring comprehensive security and compliance across and between different insurance ecosystems.

INSIGHTS



84% of insurers believe digital demographics give their organizations new ways to identify market opportunities (SOURCE: Accenture, 2019)

Digital innovation can reduce the cost of a claims journey by **AS MUCH AS 30%** while increasing customer satisfaction scores by **20%** (SOURCE: McKinsey, 2018)

90% of insurance executives believe the integration of customization and real-time delivery are the next big wave of competitive advantage

(SOURCE: Accenture, 2019)

ONE-THIRD of insurers expect digital investments to reduce customer acquisition costs and increase market share (SOURCE: Accenture and Oxford Economics, 2018)

88% of insurance companies believe they must rethink their approach to security in a way that not only defends themselves, but their ecosystem (SOURCE: Accenture, 2019)

35% of insurance applications run on legacy technology stacks and are not cloud-ready (SOURCE: BCG, 2016)

CHALLENGES

- Legacy IT infrastructure cannot accommodate requirements of digital innovation, such as real-time data analytics, AI- and ML-enabled intelligence, and rapid business acceleration
- Siloed and outdated infrastructure lacks interoperability and elasticity to create end-to-end customer journey experiences and improve operational efficiencies
- Data gravity barriers in legacy infrastructure prevent insurers from delivering distributed workflows at centers of data exchange residing in physical and virtual environments that enable real-time intelligence sharing between customer, employee, and partner ecosystems
- Legacy technology stacks cannot accommodate evolution to self-service capabilities that require integrated and interoperable physical and virtual infrastructure, standardized security and compliance controls, and data interconnectivity between digital ecosystems

SUMMARY

Digital transformation in insurance must enable evolution to self-service omnichannel experiences, intelligent case management, frontline/back-office process digitization and automation of myriad workflows. The focus of digital innovation is on differentiated customer, employee, and partner experiences and improved operational efficiency that increase margins, grow revenues, and enhance customer engagement and retention.



HOW PlatformDIGITAL™ SCALES DIGITAL BUSINESS

PlatformDIGITAL™ provides a global data center platform to host critical infrastructure and interconnect digital ecosystems, providing a trusted foundation to scale your digital business.

SUMMARY

In order to execute digital transformation initiatives and create ecosystems of engagement that differentiate services and products while improving operating efficiencies, insurers must embrace a hybrid IT architecture with standardized controls for infrastructure deployment, security and compliance, and regional hosting zones. Insurance companies must also implement data staging and aggregation, integrate data sources across physical and virtual environments, and interconnect global workflows for real-time intelligence sharing across and between customer, employee, and partner digital ecosystems.

PERVASIVE DATACENTER ARCHITECTURE (PDX)

The foundation to scale digital business in insurance.

PLAN ZONES

Plan distributed workflows at business points of presence requiring centers of data exchange

DEPLOY FOOTPRINTS

Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows



IDENTIFY PARTICIPANTS

Identify the users, applications, data and things that will participate in distributed workflows

MAP WORKLOADS

Map workload types with Performance Attributes required to support participants in distributed workflows

A Pervasive Data Center Architecture results in a decentralized IT architecture, enabling global distributed workflows at centers of data exchange implemented on PlatformDIGITAL™.

1- NETWORK HUB to

Rewire the Network

2- CONTROL HUB to

Implement Hybrid IT Controls

3- DATA HUB to

Optimize Data Exchange

4- SX FABRIC to

Interconnect Global Workflows

