



Five Ways Appian Drives Insurance Transformation

DELIVER YOUR DIGITAL INSURANCE STRATEGY WITH A RAPID APPLICATION DEVELOPMENT PLATFORM

Are you searching for the best technology to deliver your digital insurance strategy?

What used to be best practice to solve your core system needs has now spawned a larger enterprise-wide issue. Realizing that differentiation lies in the ability to quickly deploy digital capabilities without an expensive, lengthy rip and replace, insurers are discovering the benefits of a low-code application platform approach: digital power, improved customer journeys, accelerated claims management, more efficient underwriting, and ultimately faster speed to innovate.



Here are five ways the Appian Digital Transformation Platform™ can help you realize your digital insurance strategy.



SPEED TO MARKET

Appian is fast. In fact, application development on Appian is 10X faster than traditional development. That's because applications are configured in Appian's low-code platform, not coded. With visual tools and drag-and-drop functionality, your IT organization can rapidly build and deploy natively-mobile apps, and empower business users and citizen developers to do the same. What this really means for insurance organizations is speedier time-to-market for your critical applications.

Leading technology research firm Gartner states:

Appian customer references reported a median-time-to-production implementation of less than three months, the lowest of any vendor surveyed.

– IBPMS MAGIC QUADRANT, Q3 2016

Speed enables your organization to easily pivot and move to meet market demands, allowing you to achieve flexibility and business agility.



IMPROVED CUSTOMER JOURNEY

Appian empowers customer-centricity. Digital disruptors are taking insurance incumbents by storm, offering new and innovative ways to purchase and manage policies. According to Strategy Meets Action, improving the customer experience is the #1 strategic initiative in insurance, with 97% of L&A insurers and 94% of P&C insurers recognizing it as a priority (SMA Research, 2017 IT Spending and Priorities).

Appian's advanced integration capabilities bring disparate data from siloed systems together seamlessly on one unified platform, allowing insurers to view an accurate, complete, and up-to-date record of the customer. Role-relevant views provide staff with contextual information at the right time, making touchpoints efficient, speedy, and helpful to customers. Plus, apps developed on Appian's low-code application development platform are natively-mobile, so service can happen at any time and on any device.

A multinational, multi-line insurer was able to consolidate over 20 systems into four synergistic apps using Appian, and having a single view of the customer resulted in a 40% decrease in operational service costs in just six months and nine times faster customer service times.

We are enabling our front-line people to really serve our customers. This is fundamentally changing the way I run my operation. I am so passionate about this.

– DIRECTOR OF OPERATIONS



ACCELERATED CLAIMS MANAGEMENT

Appian helps master your claims ecosystem. Insurers can gain visibility to the entire claims management process with Appian's unified platform view, and create a smart claims layer that accelerates overall processing. Using sophisticated process management and case management functionality, the Appian Platform can automate and optimize core claims operations.

A large outsourcer of insurance claims management achieved significant results with Appian:

80% acceleration of claims uptake

90% streamlining of call center operations

70% acceleration of customer invoicing

97% increase in back-office efficiencies

Empower claims organizations across personal lines, commercial lines, specialty, accident and health, life, and annuities to rapidly build fit-for-purpose apps using Appian's low-code approach and intuitive, role-based user interfaces.



EFFICIENT UNDERWRITING

Appian makes efficient, connected underwriting easy. Insurers can automate manual operations, such as new business clearance and risk appetite assessment. This saves time and confusion caused by numerous paper hand-offs while reducing operational expenses.

Get insight and take action on relevant information using one, integrated platform that leverages data from existing systems. Supercharge core systems with a digital overlay approach and business process rules that ensure risk is mitigated and opportunities for the business are maximized.

A multinational life, pension, and asset management company was able to maximize their investments in legacy systems by integrating data from silos and saw a decreased turnaround time from two weeks to just one day. Quote automation was spurred, with straight-through processing rising from 5% to 60% of quotes.

Underwriting efficiency directly impacts the bottom line and significantly increases the ability to generate new business.



POWER TO TRANSFORM

Appian is a powerful platform capable of transforming the enterprise. The foundation of an agile digital platform—with advanced business process management, case management, and collaboration capabilities—can help bridge core systems, extend the reach of mature legacy software, and provide a launchpad to tackle enterprise-wide transformation efforts.

Appian's integration capabilities can handle data from thousands of sources, breaking down silos and unlocking valuable information from mergers and acquisitions into a single view. The scalable architecture of the platform supports performance no matter how many users, so insurers can roll applications out globally with confidence.

Plus, mobile apps built on Appian are native. That means you design once, and your app works natively and as expected on virtually any device. Workers are enabled to perform their jobs in the optimal location to provide the best experience on-the-go and customer-facing apps live up to rising digital demands.

Appian's mobile and social capabilities have made it easy to help our clients in tough circumstances. — GLOBAL CIO AT OUTSOURCER OF INSURANCE CLAIMS MANAGEMENT



Appian helps insurers improve customer journeys, accelerate claims management, and achieve more efficient underwriting.

SCAN TO LEARN ABOUT HOW APPIAN CAN DELIVER YOUR DIGITAL INSURANCE STRATEGY.

Appian

Appian provides a leading low-code software development platform that enables insurers to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com