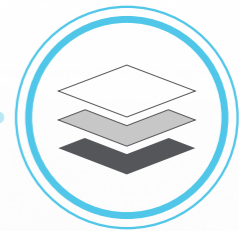# THE FUTURE IS DIGITAL. ARE YOU PREPARED?

Hyland, Guidewire and the power of the platform ecosystem

Hyland™

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Introduction

Smart, capable technology decision-makers know the insurance industry's future is digital.

They understand the insurer of the future will leverage a growing number of innovative solutions to provide a complete view of the customer and create more nimble onboarding, underwriting and claims processes, all while enabling organizations to be more active in the customer relationship. For those decision-makers — and you are likely among them — the choice is easy: Embrace new technologies and deliver next-century service, or let the industry pass you by.

What remains a challenge, though, is building the right foundation to allow innovation and technology to flourish. The answer?

A platform ecosystem.

What is a platform ecosystem?

While some tech companies might describe a platform ecosystem as a "set of vertically integrated technologies on which multiple partners develop a shared-value ecosystem and offerings," the simplest way to picture a platform ecosystem is by looking at your smartphone.

Your smartphone consists of an operating system — the platform — on which various applications can be created. Developers can build those applications in-house or partners can develop new features and solutions through a seamless integration with the platform. This ecosystem allows for an agile response to customer wants and needs, as well as an efficient way to introduce new products and services.

Platforms allow insurers to create ecosystems of customers, developers, partners and stakeholders. This helps them deliver better outcomes and increase efficiency.

How are insurers adapting to this new environment? And how are they using the power of the platform ecosystem to move their organizations forward? From conversion to the power of the platform ecosystem itself, this e-book looks at how insurers are using content services to do just that.

According to a Gartner® survey, 92% of technology providers are already building or participating in application and partner ecosystems in equal measure. The tech providers cite reaching more potential buyers as one of the top reasons to join an ecosystem.[i]

Gartner, *10 Steps to Differentiate Your Insurance Solution Ecosystem*[i]
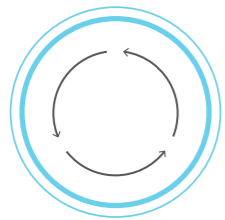
Converting to a platform ecosystem

Often, the biggest hurdle in building a platform ecosystem is converting from a legacy solution. The idea can be daunting, but many insurers know that moving forward by embracing the status quo isn't moving forward at all.

Some insurers are concerned about cost, which can stall the project before it gains momentum. Something to keep in mind: Most platform vendors will provide options. Talk to an experienced conversions expert who can assess what you want to accomplish and advise you on the best path forward with the resources you have.

Firms that research their options should find scalable platforms that allow them to start the conversion with one process in one department and then grow from there.

Are you concerned that C-level executives won't see digital transformation as a priority? Here's your chance to educate. Once they understand how a platform ecosystem can reduce risk and increase visibility by seamlessly integrating with other core systems like Guidewire InsuranceSuite, they might see things differently.

And once they discover how a platform ecosystem can eliminate or replace niche solutions, reducing an organization's overall tech stack, you may find yourself a seat at the table.

THE POWER PUT TO WORK

HASTINGS MUTUAL

Challenge: Hastings' legacy document imaging system couldn't handle the growing number of documents the insurer was receiving. The solution was so labor-intensive that it could take a week or more to scan and archive documents into the system.

Opportunity: By converting from its legacy system to Hyland's content services platform, Hastings was able to trim nearly that full week off its new business cycle time. And through the conversion process, the insurer was able to convert more than 200,000 documents from the legacy system into the new platform. It then expanded its ecosystem by integrating its content services platform with Guidewire ClaimCenter for even greater efficiencies.

Connecting platforms and applications to grow your ecosystem

Part of the tech stack reduction comes with integration between flexible technology platforms. This enables operational excellence and positions the insurer to meet strategic objectives more efficiently.

In the simplest of terms, a thriving platform ecosystem consists of an interconnected community of systems that deliver an exceptional user experience. This can generate significant improvements to the customer experience, as users access complete information faster, answer customer questions more thoroughly and provide the valuable guidance today's tech-savvy consumers expect.

Integration allows users to avoid flipping between applications to find information and, with the right content services platform, can reduce manual data entry.

Some platforms, like Hyland's integration with Guidewire, are built for the ecosystem. *Ready for Guidewire* Accelerators for Guidewire InsuranceSuite help property and casualty customers reduce the time, cost and risks associated with integrating content services capabilities. The accelerators represent a package of Guidewire-tested and approved software capabilities that address common use cases in claims, policy and billing.

"Across our economy, economic value is accruing to individuals and platforms that are closest to consumers, and the insurance sector is no different."[ii]

Alex D'Amico
Senior Partner, McKinsey

THE POWER PUT TO WORK

MUTUAL OF ENUMCLAW

Challenge: The insurer's legacy system was minimally configurable with limited functionality, making it difficult to achieve efficient delivery of important information.

Opportunity: The Hyland OnBase and Guidewire integration cut claims processing times from days to hours. Seamlessly working together, OnBase and Guidewire ClaimCenter intelligently link all related information to a claim or policy and present it in a way that's most efficient to the user. "Inbound and outbound customer claims communication must be handled easily and efficiently if any insurer hopes to compete in our evolving industry. Guidewire ClaimCenter, integrated with OnBase, fulfills that requirement," said Jeff Obermeyer, director of strategic initiatives at Mutual of Enumclaw.

Getting a complete view of your customer

Customers' needs and expectations are changing. They want a personalized insurance experience — from the moment they request a quote to the resolution of a claim. They want policies and products that resonate with their needs, and they want a sincere relationship with their carrier.

According to a PWC study,[iii] serving up a great customer experience might net you a 16% price premium, plus increased customer loyalty. Customers are also willing to provide more personal data if the experience is great.

Better communication with the customer — and faster innovation to meet their needs, especially when it comes to following up on a claim — is at the heart of digital transformation and what it will take to be a successful insurer well into the future.

If you can get a complete view of your policyholders, by tying together key systems within your platform ecosystem and allowing information to work together, your relationship with the customer will benefit tremendously. When the ecosystem works together, your ability to predict future customer needs and understand what that customer really wants grows exponentially.

You gain insights, recognize patterns and predict choices they may make in the near future. This helps you provide the customer experience they expect.

Transforming your claims process

A robust platform ecosystem can help accelerate the claims process. That's important when you consider that, according to a survey by Accenture,[iv] dissatisfaction is a major factor in driving policyholders to switch to another company.

Accenture's research found that 74% of dissatisfied customers said they changed providers (26%) or were considering it (48%).

A claims process that creates highly satisfied claimants is a challenge. But it is achievable when it's built on the back of the right technology ecosystem.

Automated processes that reduce and eliminate less-complex tasks
Integrating core claims systems like Guidewire ClaimCenter with the right content services platform provides insurers with the technology and tools the claims team needs to manage claims quickly and efficiently.

The need to easily access the claims portfolio and customer data
To adjust a claim properly, adjusters must have access to all the information that relates to the incident. They gather information from various sources and locations, such as sensors and wearables.

Fewer lower-skilled claims handlers, with a greater focus on complex adjusting skills
These employees will have more claims handling experience and analytical abilities, since the right content services platform, integrated with a robust core claims solution, will virtually eliminate low-level tasks.

Considering the cloud

As organizations move away from the pursuit of a single content repository and focus more on building platform ecosystems, they are increasingly looking for platforms that can be deployed in the cloud. Doing so alleviates the burden of in-house maintenance and storage and addresses a wide variety of challenges, such as disaster recovery, data availability, cost savings and security.

"Since the global pandemic began, the metric for cloud success isn't cost-efficiency or even business agility — it's velocity," Forrester, a leading research and advisory firm, wrote in its Cloud Powers The Adaptive Enterprise report.[v]

The cloud, Forrester stated, "is more than just a technology transformation driver — it's a business transformation accelerator."

By allowing customers and business partners to connect to the same real-time system, cloud models "simplify engagement inside and outside your company's four walls," the Forrester report said.

The cloud, according to Forrester, also helps organizations:

- Enable new platform business models and create new sources of value
- Aggregate information to enable smarter processes and unique analytics

Organizations should "stop asking whether you should use the cloud and instead focus on how you should use it," the Forrester report said.

According to Deloitte,[vi] portals, digital customer engagement channels and consumer analytics are among the applications that insurers first started deploying on cloud platforms. Deloitte's survey of 424 senior insurance executives found that 72% planned to increase spending on the cloud.

"As a key enabler of workforce, technology, and operational flexibility," cloud technology "should be considered foundational for achieving most digital transformation goals," Deloitte said.

THE POWER PUT TO WORK

PEKIN INSURANCE

Challenge: Transform from its outdated legacy system and business processes into a modern digital platform ecosystem.

Solution: Take a total technology approach to its IT modernization project, implementing Hyland's content services platform alongside other new core insurance systems, including Guidewire InsuranceSuite.

Delivering innovation and excellence in its products and services is a core component of Pekin's mission. To accomplish this, the company needed to partner with a leading content services provider like Hyland to evolve its processes and ensure that it's ahead of the curve in delivering products that customers need.

The power of the platform ecosystem

If you've read a bit about platform ecosystems, you know they were essentially born out of tech organizations like Amazon and Apple. B2C companies understood how opening and connecting their platform to partners and third-party developers would expand their reach, create innovation and even boost their brand.

Insurers can do the same by pursuing value-added services and evolving their traditional place in the lives of their customers.

"Value-added services hold enormous potential to react to changing customers and broker needs, but insurers will need to define offerings that go beyond the current core to truly monetize them," McKinsey said.[vii]

Such services, the global firm added, "can help insurers improve profitability, own the customer interface, and reinvent their product offerings."

When innovation organically rises from inside the insurer's organization, users design and develop applications on top of the platform ecosystem. These innovations solve challenges and make work easier. And customers lend their voice, participating in conversations that create new products or eliminate inefficiencies.

This shared digital world, driven by data, information and inspiration, is what the power of the platform ecosystem is all about.

Conclusion

Building a robust platform ecosystem — whether it's by integrating Hyland content services with Guidewire InsuranceSuite and growing from there, or through other collaborative technology partnerships — allows insurers to deliver new products to the market faster. It gives insurers a complete view of the insured, empowering them with the tools and insights to become trusted advisers to their customers.

Insurers moving toward this connected insurance experience need a technology foundation to help manage data and ensure success. With Hyland's OnBase and Guidewire together, they have an insurance engine built for the open world.

Hyland™

Learn more at **Hyland.com/Insurance**

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