



Persistent

Appian

# Business Modernization Across Product Lines for a Large Insurance Company

How Persistent helped one of the worlds most reputable investment firms launch new financial products at 10X speed and simplify works flows seeing mission dollar ROI in less than 6 months

## Background

Our client is one of the oldest insurance company and has been consistently recognized as the most secure and reliable insurance company in the United States. Our Client offers personal and commercial insurance solutions throughout Northeast. As part of high quality customer service, our client provides property and casualty insurance through independent agents.

Some of the client requirements and challenges were as follows:

- To make the technology stack flexible enough to apply changes such as revamped business rules and regulations
- To replace the existing E-commerce and Application functionality with an application built using new Policy Administration and System Architecture

The client engaged Persistent to implement BPM Platform and a new system architecture to provide greater efficiency. Persistent was selected because of our deep domain knowledge and expertise in the Appian Practice.

## Persistent Solution

Persistent initialized this engagement by doing a thorough review and analysis of existing technology and then gave the following recommendations to overcome the technical issues.

- Migrate all functionality currently available in E-commerce and Application
- Replace current Bridging/Real time Rating Interface with new in-house solution
- Incorporate the ability to print an Acord Binder after submitting an application
- Provide continued foundation for the new system architecture
- Implement the BPM platform

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“We have reached a major milestone in our system modernization efforts with the help of Persistent consulting. It has been a long road to get to this point, but we would not be in this position if it weren’t for the talent and knowledge added to our awesome in-house team. We feel confident with our decision to partner with the Persistent team. Thank you for your efforts, and we look forward to future project successes.”

**Vice President,  
Information and  
Technology**

## The Result

As a result of this engagement, the client was able to provide high quality customer services.

- Implementation of the BPM platform and a new technology stack, made the company agile, responsive, ready for changes and efficient
- Implementation of the new system has provided greater efficiency and improved ability to respond to communications, transactions and service needs of agents and policyholders
- Implementation of insurance rater was carried out for around 80% of the new policies
- Appian business modernization, helped the client to handle multiple insurance product lines efficiently

## Persistent Value Add

- Appian Center of Excellence
- Designed the new DB to satisfy ACORD insurance standard
- Reduced the complexity on the process design and user experience (UX) and focused on building a User-Friendly Application using Appian SAIL
- Improved the Framework for interfaces with Business rules engine, Document generation, Content Management System and System of Records, to manage the future business needs
- Implemented insurance raters that get quotes from distinct insurance companies in one shot for the purpose of comparison. This proved to be the source for 80% of the new Policies for the client
- Implemented new Architecture, which improved the client's ability to respond to the communication, transaction and service needs of agents and policyholders
- Replaced the COBOL based old legacy system with BPM solution for Insurance domain

## About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

[www.persistent.com](http://www.persistent.com)

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