

# Sapiens Platform

## For Life & Annuities



### Meet Complexity with Simplicity

Things are changing quickly in the Life and Annuities (L&A) market. New and exciting insurtech is flooding the market; customers demand the instantaneous, personalized and digital service they receive across all other verticals; insurers' systems must be able to interface with various elements throughout the diverse insurance ecosystem; and regulations seem to be constantly changing.

Insurers' technology must be complex enough to meet these needs, while remaining intuitive, user-friendly and agile. The next step in the L&A evolution is an all-inclusive, customer-centric and flexible industry platform.

L&A insurers in North America will be able to meet today's needs and stay ready for the quickly changing future by harnessing an end-to-end, cloud-based platform with robust digital capabilities.

### A Modern Insurance Platform

The **Sapiens Platform for Life & Annuities** is a modern, digital insurance platform. With the ability to deploy its offerings as a complete platform, or as standalone modules, Sapiens can address life provider's needs in North America across all their lines of business and distribution channels. Our mature platform is cloud and API-based, and features a strong core and advanced analytics, as well as data enablement and full digital engagement capabilities.

### Sapiens' Solid Core

**Sapiens CoreSuite for Life & Annuities** (formerly called Sapiens ALIS™) is designed to provide excellence in administration of insurance business, facilitate digital transformation and fast time-to-value for digital strategies, and create greater efficiency via legacy consolidation.

CoreSuite features enhanced group functionality, and improved investment features and new digital capabilities, including ecosystem connectivity. It also includes a set of new DevOps tools for greater usability and automation, and a configuration tool for rapidly launching products to market.

The rich software suite features an enhanced group module designed to flexibly and speedily handle changes in membership. The group module also possesses dashboards that display summary information for groups, as well as process monitoring.

A new set of DevOps tools shorten and ease ongoing activities and maintenance of CoreSuite, and provide an advanced environment for rapid and seamless deployments, real-time system monitoring and automated testing. The core's new configuration tool empowers insurers' business users to rapidly launch products and propositions to the market. Providers can agilely create products and quickly define their business processes, to best suit today's changing environment.

# Sapiens Platform for Life & Annuities

## Underwriting, eApp & Illustration

Sapiens' innovative underwriting, electronic application (eApp) and illustration solutions will help speed processes and provide a wealth of business benefits.

### Underwriting

**Sapiens UnderwritingPro** - (formerly known as "StoneRiver LifeSuite") is an award-winning, web-based solution for automated underwriting and new business case management. UnderwritingPro streamlines underwriting case flow, speeding up and improving the entire new business process for carriers and their distribution channels.

### eApp

**Sapiens ApplicationPro** - (formerly known as "StoneRiver LifeApply") is robust electronic application software geared towards helping carriers address critical business drivers, such as decreasing time-to-issue and reducing policy acquisition costs, all in an intuitive and easy-to-use-package.

### Illustration

**Sapiens IllustrationPro** - (formerly known as "StoneRiver Life Portraits") is designed to strengthen relationships and speed your sales process. Client interaction sales start with a base template, so you can quickly add customer information to help them reach the right policy decision.

### Advanced Analytics

Insurers' many streams of data have the potential to provide them with actionable insights to formulate strategies, identify new market propositions and gain crucial market intelligence. The challenge is incorporating all this disparate data into data-driven decision processes.

**Sapiens Intelligence for Life & Annuities** is an advanced business intelligence solution specifically designed for the insurance market that empowers insurers to draw business conclusions and insights from raw data, and drives analytics adoption across the organization.

Insurers store data from constantly multiplying sources, such as monitoring devices, social media, documents, images and more. This demands cost-effective and modern forms of information processing that provide them with enhanced insights and accurate decision-making.

The Sapiens solution provides insurers with tools, methods and technologies for capturing all their data sources, and delivering real-time operational data and processed or cleansed data, to support their up-to-the-minute data requirements.

### Digital Acceleration and API Layer

**The Sapiens Digital Acceleration and API Layer** facilitates an open-communication, API-based platform that enables insurers to interact with insurtech companies, ecosystem technology providers and business partners. L&A insurance providers in North America can easily and seamlessly consume such capabilities and services into the Sapiens digital layer and insurance value chain.

By enabling seamless interaction with any device under any technology, we ensure that L&A providers will be fully integrated with all elements within their insurance ecosystem, and prepared for the future.

Sapiens' data management, digital micro-engines and productivity tools offer North America insurers full digital enablement. This includes a unified data model and data repository; rating, underwriting and product engines; and productivity tools, such as journey and rules engines, as well as digital accelerators.

# Sapiens Platform for Life & Annuities

## Digital Engagement Layer

The platform is equipped with a full **Digital Engagement Layer** that offers a customer and agent portal with complete customer-centricity based on a 360-degree view; and multiple customer journeys supporting the full value-chain – pre-engagement, through onboarding, servicing and claims.

**Sapiens CustomerConnect** - (formerly the “Sapiens PORTAL”) provides built-in integration with a set of digital, customer-engagement tools, including personalized video, chatbots and digital forms management. It also includes a Journey Builder and API configuration tool for insurance business journeys. This allows insurers to quickly and easily add new journeys and configure existing customer journey paths. Sapiens also offers out-of-the-box templates and visual components for customer portals.

**Sapiens AgentConnect** - (formerly the “Sapiens PORTAL”) includes a journey builder and API configuration tool for insurance business journeys. They allow insurers to quickly and easily add new journeys and configure existing customer journey paths. Sapiens also offers out-of-the-box templates and visual components for client and agent portals, as well as service providers that are well designed for modern usage by Sapiens’ digital product owners and UX experts.

In addition, Sapiens provides a set of digital, customer-focused tools, such as personalized video, chatbots, digital forms management and cloud offerings and services, that are embedded into the digital lifecycle of the new insurance era.

## Platform Highlights

Highlights of the Sapiens’ life platform for North America include:

- **Mature and functionality**-rich core capabilities, offering multi-LOB support
- **Rapid integration capabilities to insurtech ecosystems**, including pre-integration to leading technologies, such as personalized video, chatbots, artificial intelligence and machine learning-based services
- **A digital engagement platform**, featuring portal, mobile and customer engagement tools

- **Rapid implementation and time-to-value** via a highly configurable platform and a comprehensive set of pre-defined insurance products and business content
- **An insurance data repository and advanced analytics solutions**, with initiatives around advanced data management and predictive analytics
- **Open API architecture**, with easy and configuration-based integration
- **Cloud and software-as-a-service** as a strategic deployment approach to maintain flexibility

## Additional Benefits

### Accelerated and Automated Responses

The combination of digital accessibility across preferred interaction channels and devices, along with automated marketing tools, readies the insurer for immediate “push” and “pull” customer interactions. The platform’s comprehensive practices and functional richness, along with its seamless transition into active policy, underwriting and claims, facilitates straight-through processing. Consumer processes are completed automatically, with minimal human intervention.

**API-Based** - The API-based platform offers seamless integration with the insurtech ecosystem, empowering insurers to fully leverage insurtech services across the value chain.

**Fast Launch of Digital Services and Offerings** - Sapiens’ platform offers an all-encompassing digital approach that features integrated components functioning at their highest levels and complementing each other. This approach will empower insurers to quickly launch digital services and offerings.

**Reduced Costs** - Direct, manual interactions with consumers raise costs, from brokerage to operations fees. Increased automation will help insurers significantly lower those costs.

## The Future

The future of insurtech and the market is difficult to predict. With new technologies seeming to evolve at light speed, insurers would be wise to remain flexible and able to integrate with diverse elements throughout their ecosystem (and beyond). A DevOps, cloud-based approach will provide agility, while keeping costs reasonable.

What we do know is that customer-centricity and digitalization aren't going anywhere. As insurance becomes increasingly digital, L&A providers are looking to combine insurance and insurtech into a new model – an end-to-end, mature platform that will enable insurers to compete today and prepare for tomorrow.

---

## Learn More

For more information on how to succeed in the North America Life and Annuities market, please contact us: [info.sapiens@sapiens.com](mailto:info.sapiens@sapiens.com)

---

---

## About Sapiens

Sapiens International Corporation empowers insurers to succeed in an evolving industry. The company offers digital software platforms, solutions and services for the property and casualty, life, pension and annuity, reinsurance, financial and compliance, workers' compensation and financial markets. With more than 35 years of experience delivering to over 450 organizations globally, Sapiens has a proven ability to satisfy customers' core, data and digital requirements. For more information: [www.sapiens.com](http://www.sapiens.com)

---