Sapiens DigitalSuite
For Property & Casualty

Reaching the Next Level

Property and casualty (P&C) carriers have long understood that they risk losing their customers if they don't provide the type of digital experience that all of us have come to expect from retailers and and service providers. Agents, brokers and other channel and service providers also require a powerful digital ecosystem to capably carry out their crucial tasks.

But merely using a portal to offer millennials the online presence they require, or working with an isolated analytics system to parse data, isn't enough.

There is another level to be reached. An all-encompassing digital approach that features integrated components functioning at their highest levels and complementing each other. This fully digital business approach is powered by process automation, which will lead to cost savings, enhanced customer service, fewer agent mistakes and fast products launches, among many other advantages.

Seamless Customer Journey

Imagine a world in which Melissa, a prospective insured, quickly and seamlessly purchases auto insurance via an intuitive mobile portal. She can then immediately download a "safe driving" app that strengthens her insurer's brand and includes insurtech innovations, and pair that app with a dashboard camera. The app will monitor all aspects of her driving behavior and offer real-time suggestions (best practices carefully cultivated from endless streams of data) for improvement, reducing the probability of a future claim.

In the case of an accident or emergency, collision recognition software will recognize this critical event and automatically notify the insurer, who will ensure that immediate assistance is dispatched to Melissa, if necessary. In the aftermath, live chat and third-party communication, along with machine learning capabilities and automatic image processing, will enable the P&C insurer to speedily and effectively assess the scope of the damages and determine culpability, so the organization can begin the FNOL triage and processing stage from a position of strength. This seamless customer journey scenario is possible with the **Sapiens DigitalSuite for Property and Casualty.**
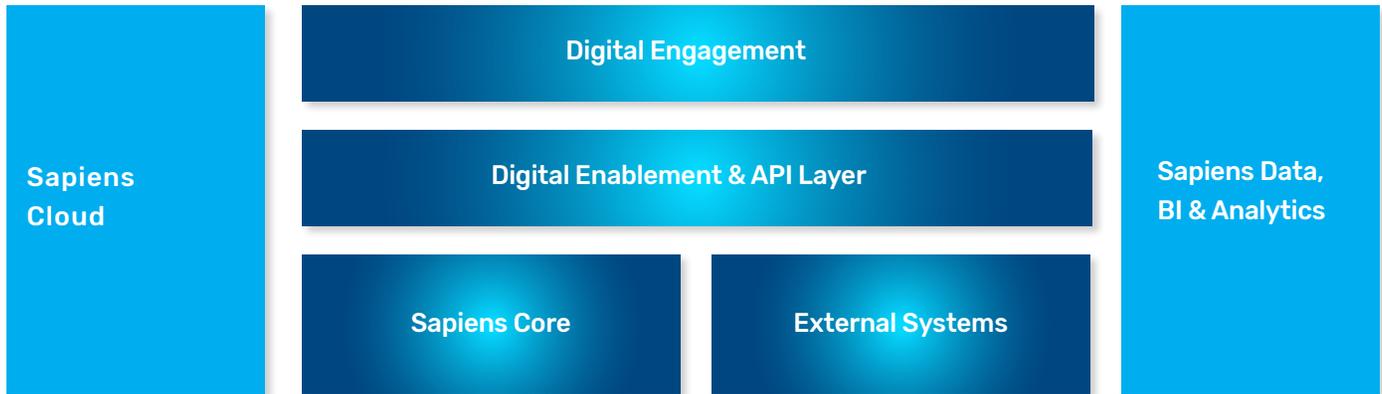
Featuring the Sapiens DigitalSuite for P&C

Sapiens DigitalSuite (formerly known as "Sapiens Digital Suite") offers an end-to-end, holistic and seamless digital experience for P&C customers, agents, brokers, customer groups and third-party service providers.

The suite is pre-integrated with Sapiens' P&C core and is comprised of **Digital Engagement** and **Digital Enablement and API Layer** components.
The suite is a cloud-based solution.
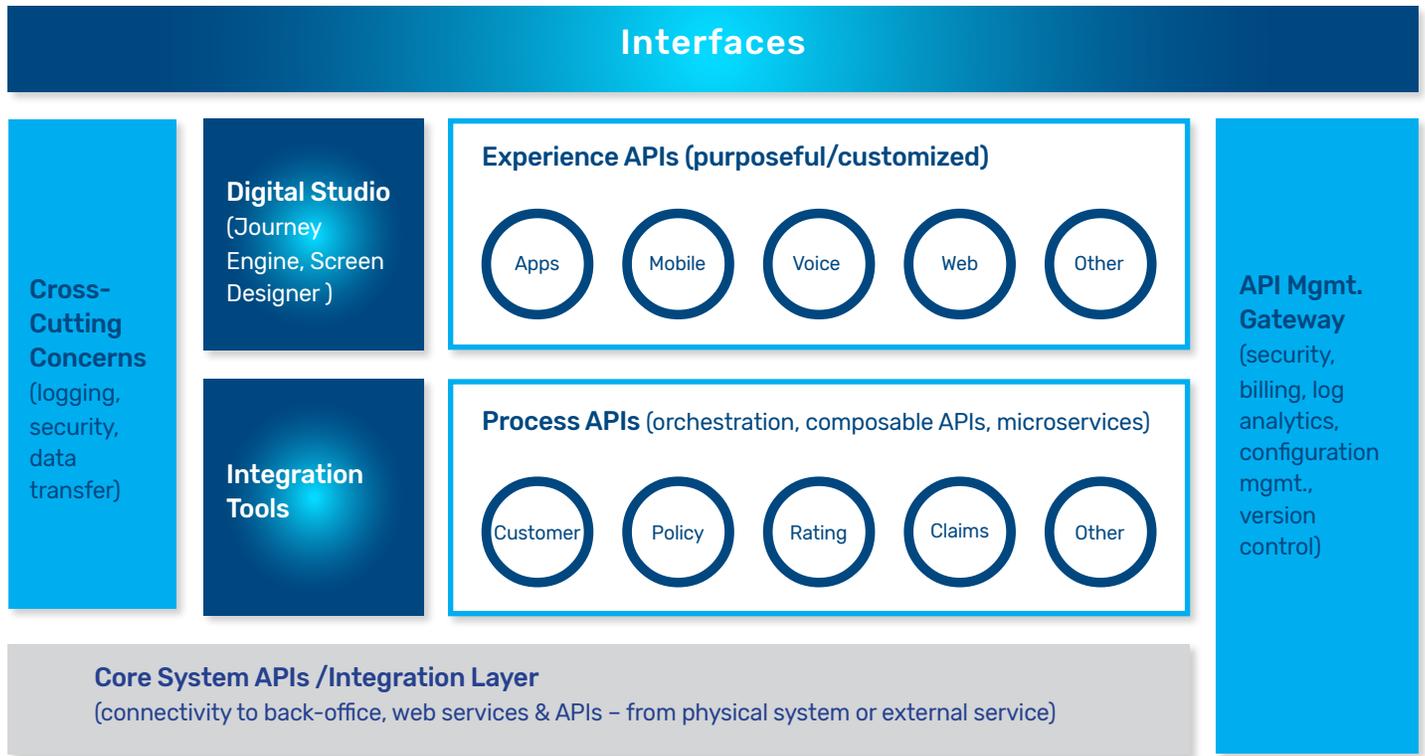
Sapiens DigitalSuite for Property & Casualty

Sapiens Digital Suite Proposition
Interaction Channels

Sapiens Cloud

Digital Engagement

Digital Enablement & API Layer

Sapiens Core

External Systems

Sapiens Data, BI & Analytics

Digital Suite Integration Architecture
Channels/UX

Interfaces

Cross-Cutting Concerns
(logging, security, data transfer)

Digital Studio
(Journey Engine, Screen Designer)

Integration Tools

Experience APIs (purposeful/customized)

- Apps
- Mobile
- Voice
- Web
- Other

Process APIs (orchestration, composable APIs, microservices)

- Customer
- Policy
- Rating
- Claims
- Other

API Mgmt. Gateway
(security, billing, log analytics, configuration mgmt., version control)

Core System APIs /Integration Layer
(connectivity to back-office, web services & APIs – from physical system or external service)

Sapiens DigitalSuite for Property & Casualty

Digital Enablement and API Layer

The **Sapiens DigitalHub** for Property and Casualty and Sapiens Digital Enablement and API Layer facilitate an open-communication, API-based platform that enables carriers to interact with insurtech companies, ecosystem technology providers and business partners.

By enabling seamless interaction with any service under any technology, our open architecture ensures that providers will choose the "building blocks" they need and then easily and seamlessly integrate all elements within their insurance ecosystem, to succeed today and prepare for the future.

The goal of the API layer is to simplify the complexity of the integration with different parties, including the policy administration system (PAS) and to expose consumable APIs that can be easily used by the different channels and the carriers' partners. The layer includes a mapping tool between the PAS and Digital Platform data models, so that a data model and APIs can be constructed for the specific journey. This layer is also responsible for the orchestration of core services and powered by modern DevOps automation and tools.

Sapiens' data management, digital micro-engines, micro-apps and productivity tools (digital studio, automated decisioning, etc.) offer insurers full digital enablement. The API layer and accompanying digital tools will enable P&C insurers to get up and running quickly.

Built for cloud scalability and security, this layer supports spikes in demand and facilitates a smooth online experience. Faster time to market results from dynamically exposing configuration changes from the PAS to the engagement layer.

Digital Engagement

The suite is equipped with a full Digital Engagement Layer that offers a customer **(Sapiens CustomerConnect)**, an agent **(Sapiens AgentConnect)** and service provider portal based on customer-centric principles to fit modern business models; and multiple customer journeys supporting the full value-chain – pre-engagement, through onboarding, servicing and claims.

In addition, Sapiens provides built-in integration with a set of digital, customer-engagement tools – such as personalized video, chatbots and digital forms management – that are embedded into the digital lifecycle of the new insurance era.

Digital engagement includes a Journey Builder and API configuration tool for insurance business journeys – insurers can 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 our digital product owners and UX experts.

Everybody wins! The insurer benefits from a solution for up-selling and marketing; and easy integration to non-Sapiens solutions/CRMs simplifies system implementation and maintenance for IT.

Insurers can choose to use the full suite, or only the Digital Enablement and API layer.

Ecosystem and Insurtech

By combining insurance solutions and services with auto and home sensors, digital transformation platforms, etc., P&C insurers can become part of a strong ecosystem that magnifies their reach and appeal. Sapiens partners with a wide variety of cutting-edge insuretech companies to bring our customers innovative solutions and products that are seamlessly integrated with the platform's infrastructure services, such as security, logging, monitoring and analytics. The sky is the limit when it comes to ecosystems…

Sapiens Cloud and SaaS Business Model

Sapiens offers private and public cloud options. Sapiens' cloud deployment includes full infrastructure for operations, plus the option of choosing cloud-related managed services delivered by Sapiens' highly experienced professional services team. The cloud proposition is based on a SaaS business model. It reduces high maintenance costs by eliminating the need for dedicated operations personnel and IT infrastructure.

Business Benefits

DigitalSuite for P&C offers a wealth of business benefits, including:

Accelerated Transformation- Sapiens' API layer and highly efficient DevOps enable insurers to digitally transform rapidly and achieve fast time-to-value for digital strategies. Insurers can quickly launch new and innovative product offerings, and also benefit from new and enriching ecosystems.

Actionable Insights – insurers will be able to unlock their silos of information and synchronize disparate data-points via our advanced analytics solution **(Sapiens Intelligence),** resulting in data driven decision making that will provide tangible business benefits.

Personalized Customer Experience – Insurers can interact with customers via their preferred channels during a consistent journey, expose only the relevant data and offer new products and services that are the right fit.

Process Automation – Consumer processes are completed automatically, with minimal human intervention. Increased automation and self-service capabilities will help insurers significantly improve customer experience and lower costs.

Reduced Costs and Greater Efficiency – the combination of digital accessibility across preferred interaction channels and devices, along with automated marketing tools in the DigitalSuite, readies the insurer for immediate "push" and "pull" customer interactions.

Learn More

For more information on how DigitalSuite can help take your insurance business to the next level, contact us at : 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