CELENT

XCELENT Awards 2019

EMEA POLICY ADMINISTRATION SYSTEMS 2019

LIFE, ANNUITIES, AND PENSION ABCD VENDOR VIEW

Jamie Macgregor, Karen Monks, Nicolas Michellod
December 2019

CONTENTS

EXECUTIVE SUMMARY

This report is the seventh in Celent's biennial look at policy administration systems (PAS) available to life insurers in EMEA. This report profiles 37 PAS in use or being marketed for EMEA life, pension, and annuities products. There are 19 vendors or systems that qualified for Celent's ABCD rankings and another 18 that are profiled but not included in the ABCD analysis. Some vendors also appear in the companion reports profiling these systems in Asia-Pacific, North America, and Latin America.

Vendors who qualified are ranked in the ABCD Vendor View grids.

INTRODUCTION

REPORT OBJECTIVE

This report is part of a series on policy administration systems (PAS) in North America, Latin America, EMEA, and Asia-Pacific. It profiles the majority of the life, annuities, and pension insurance administration systems available in EMEA today.

It uses Celent's ABCD Vendor View, which is our standard representation of a vendor marketplace, designed to show at a glance the relative positions of each vendor in four categories: Advanced technology, Breadth of functionality, Customer base, and Depth of client services. Insurers should consider which factors in breadth, technology, experience, and client service are most important to them, and review the detailed profiles in this report to assess vendor suitability.

This report includes 19 systems that fully met the inclusion criteria for Celent's ABCD Vendor View as described in the "Report Methodology" section of this report. Eighteen additional vendors that did not meet the ABCD criteria are also profiled; these vendors are either market entrants or, for a variety of reasons, did not fully meet the inclusion criteria.

This report should help insurers define their core systems requirements and, where appropriate, create a short list of vendors for evaluation. Expanded PAS functionality and improved technology means that insurers continue to have a wide spectrum of systems and vendors to consider when they are looking for a solution to fit their needs.

POLICY ADMINISTRATION SYSTEM DEFINITION

In one sense, the definition of a policy administration system (PAS) is the system of record for all policies that an insurance company has written. At this most basic level, a PAS is a repository of policy-level data related to objects of insurance, policy coverage, conditions, exclusions, duration of the policy, endorsements, beginning and end dates, and so forth. A permanent policy record is created at the time a policy is issued and includes the complete history of the policy through renewal, termination, cancellation, and/or reinstatement.

In actual practice, an insurer uses a PAS, either by itself or closely integrated with specific point solutions, to execute a number of core processes, and relies on several types of supporting capabilities, as shown in Figure 1.

Figure 1: Policy Administration System Components and Functionality

Data Mining
and Reporting

Claims

Requirements
Management

Automated
Underwriting BRM

Commissions
Management

Policy
Service

Policy
Issue

Policyholder
Portal

**PAS: System of
Record**

Workflow

Disbursements

Underwriter
Workbench

Product
Configuration,
Rating

Illustrations and
Quotes

Forms and
Correspondence

Reinsurance
Management

Agent Portal

State Filings

Billing and Premium
Accounting

REPORT METHODOLOGY

CRITERIA FOR INCLUSION

Celent's objective is to include in this report as many as possible of the leading policy administration systems being used or actively sold to insurers in EMEA. Celent actively reviews vendor systems in the insurance software market and invites the vendors to participate in reports like these.

Celent's ABCD Vendor View analysis is used to highlight those vendors who have attained success selling their systems in a particular market — in this case, EMEA. Even if a vendor is not included in the ABCD Vendor Views, Celent profiles all vendors who are new or emerging entrants to the market as well as those with re-architected products.

These are the three key criteria to be included in Celent's ABCD analysis:

- At least three customers in production with the current version of the system.
- At least one new sale to one new customer within the last 24 months.
- Participation by at least three reference customers.

This report contains 37 profiles. Each of the profiles presents information about the vendor and solution; available professional services and support capabilities in the region; customer base; functionality and lines of business deployed; technology and partnerships; and implementations. The vendors included in Celent's ABCD Vendor View analysis have two additional sections: reference customer feedback and some summary comments.

EVALUATION PROCESS

Celent sent a detailed RFI to a broad set of PAS vendors. After Celent received completed RFIs from the vendors, each vendor was evaluated for meeting the criteria for inclusion in the ABCD Vendor View analysis. Each vendor included in Celent's ABCD evaluation provided a briefing and demo for Celent concentrating on product and rules configuration, usability and functionality for everyday users as well as external portals (if available), business intelligence and analytics, and the overall architecture of the system.

Celent also asked at least three references provided by each vendor in the ABCD Vendor View analysis to complete an online survey in order to obtain their view of the system's business and technology value. The RFIs, the demos/briefings, and the reference surveys provided quantitative and qualitative data that was used in the ABCD analysis of these vendors. This process is described in the next section.

Additionally, data from the RFIs received from every vendor was included in the system profiles presented in this report. All vendors had an opportunity to review their profile for factual accuracy, but they could not influence the overall evaluation of the system or the vendor's placement in the ABCD Vendor View charts if the vendor was included in the evaluation.

Celent has retained final authority over the content of the published profiles. Some of the vendors profiled in this report are Celent clients, and some are not. No preference was given to Celent clients either for inclusion in the report or for the subsequent evaluation.

Not all data gathered from the detailed RFIs, vendor briefings and demos, and reference surveys/interviews has been included in the profiles. Rather, Celent has attempted to capture key points and values about each vendor at an appropriate level. Unpublished

information remains in the Celent knowledge base and is available to Celent's subscription or consulting clients.

CELENT'S ABCD VENDOR VIEW

Celent's framework for evaluating vendors is called the Celent ABCD Vendor View. This is a standard representation of a vendor marketplace designed to show at a glance the relative positions of each vendor in four categories: Advanced technology, Breadth of functionality, Customer base, and Depth of client services. The Celent ABCD Vendor View shows relative positions of each solution evaluated. Each vendor solution is judged relative to the others in the group.

While this is a standard tool that Celent uses across vendor reports in many different areas, each report will define each category slightly differently. For this report, some of the factors used to evaluate each vendor are listed below.

Table 1: Examples of Possible Factors Used in Celent Policy Administration System ABCD

| ABCD CATEGORIES	POSSIBLE FACTORS
ADVANCED TECHNOLOGY	Customer Feedback on Technology, Integration and APIs, Configurability and Upgrades
	Code, Databases, Operating Systems Detail
	Integration Methods, Services and APIs
	Deployment Options
	User Interface (UI) Modernity
	Mobile Capabilities
	Internationalization and Localization
	Change Tooling
	Upgrade Automation
	Application Security
BREADTH OF FUNCTIONALITY	Customer Feedback on Features and Functions
	Overall Support of Features:
	• Life Insurance Service, Policy Management, and Workflow
	• New Business and Underwriting
	• Product Management and Calculations
	• Claims Servicing and Fraud
	• Billing, Collections, and Reconciliation
	• Reinsurance and Reserves
	• Digital Integrations and Features
	• Distribution Management
	• Documents and Forms
	Product Support and in Production:
	• Protection Products
	• Annuities
	• Health, Disability and LTC
	• Savings, Pensions, and Investments
CUSTOMER BASE	Number of Insurers Running Any Release of the System
	New Insurance Clients in the Last Two Years
	Number of Countries the System is Live in Production in the Region

DEPTH OF CUSTOMER SERVICE	Client Feedback on Implementation and Post Implementation Services
	Types of Training Offered
	User Conferences
	SLA Scope
	Mechanism to Obtain and Track Service Tickets
	SLA Features Available
	System Availability

Source: Celent

XCELENT TECHNOLOGY AND XCELENT FUNCTIONALITY

Figure 2 positions each vendor along two dimensions: the vertical axis displaying the relative rankings for Advanced Technology, and the horizontal axis showing relative Breadth of Functionality rankings. The XCelent Advanced Technology winner is Sapiens.

Figure 2: 2019 XCelent Technology and XCelent Functionality
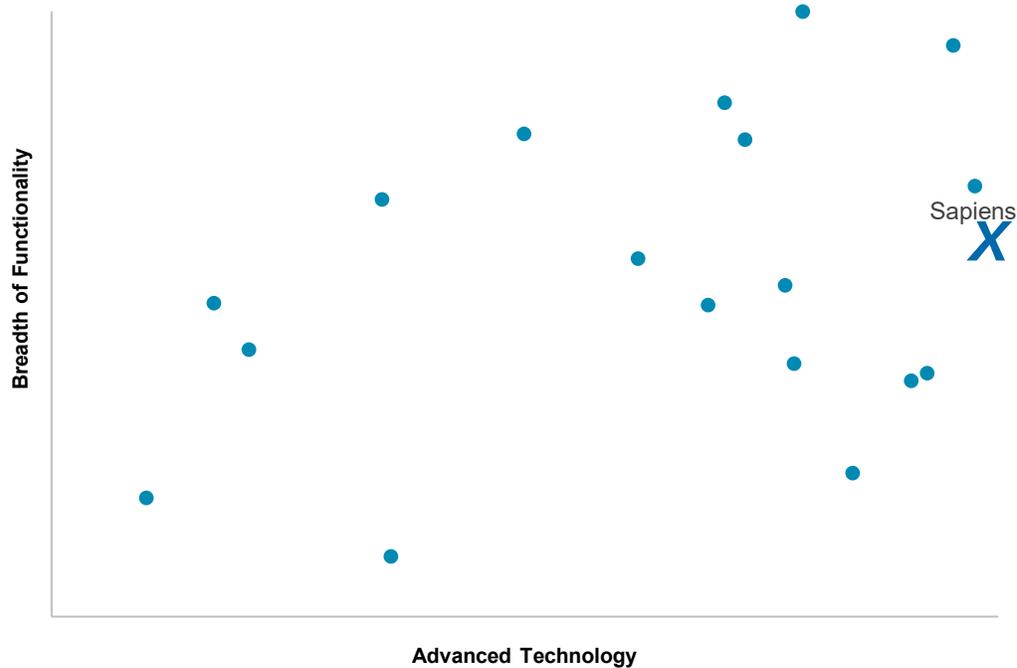
Source: Celent

XCELENT CUSTOMER BASE AND XCELENT SERVICE

Figure 3 positions each vendor along two dimensions: the vertical axis displaying the relative level of depth of customer service, and the horizontal axis displaying the relative customer base.
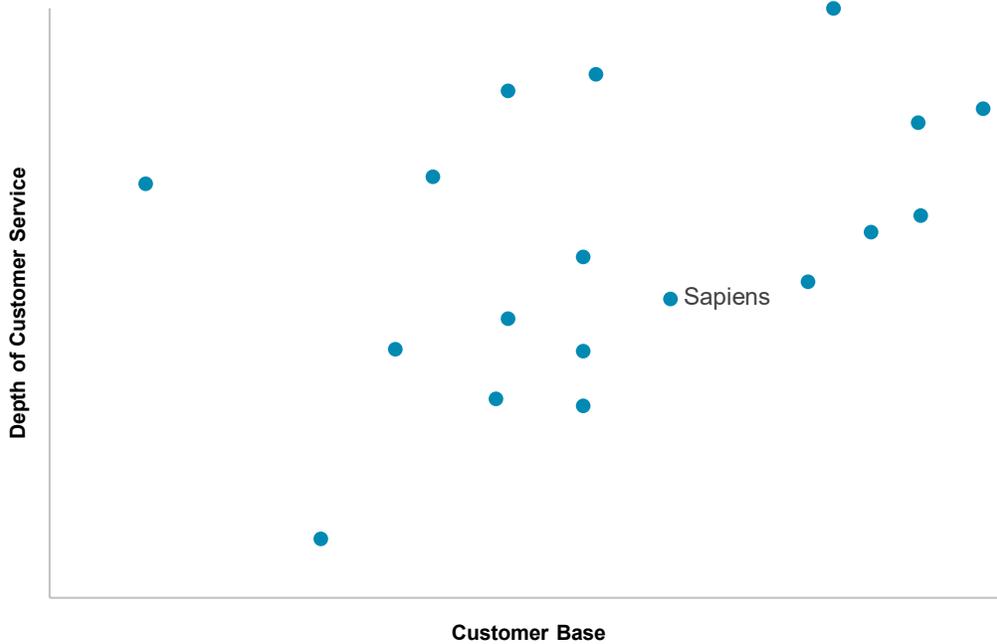
Source: Celent

Celent advises insurers to take into account past vendor results, but to not compare the placement of vendors in the charts from prior years because the market is changing and so has our analysis. The criteria used to determine the A, B, C, and D rankings in this report are broadly similar, but not identical, to the criteria used in the previous Celent PAS vendor reports. The market is also evolving due to acquisitions and partnerships, solutions development, and alternative delivery models.

We suggest that insurers consider their specific needs and each vendor for what it offers. Although they are very successful in one or more of the criteria, the XCelent Award winners may not be the best match for an insurer's specific business goals and solution requirements.

VENDOR PROFILES

ABOUT THE PROFILES

Each of the profiles presents information about the vendor and solution; professional services and support capabilities; customer base; functionality and lines of business deployed; technology and partnerships; and implementations. As stated earlier, if a system was included in the ABCD Vendor View analysis, the profile also includes customer feedback and Celent's opinion of the system and the vendor.

When discussing insurance customers of the various solutions, the profiles may use the terms very small, small, medium, large, and very large insurers. Very small insurers (Tier 5) have under €100 million in annual premium; small (Tier 4) have €100 million to €499 million; medium (Tier 3) have €500 million to €999 million; large (Tier 2) have €1 billion to €4.9 billion; and very large (Tier 1) have €5 billion or more.

CUSTOMER FEEDBACK

If included in the ABCD Vendor View analysis, the vendor's reference feedback gathered through the use of an online survey is presented in the profile. Customer feedback sections include a diagram that displays the average ratings given to the vendor in five categories. Each average rating includes up to eight underlying ratings shown in Table 2, scored by the customer on a scale of 1 to 5, where 1 means poor and 5 means excellent.

Table 2: Customer Feedback Ratings

DIAGRAM AVERAGE (QUESTION ASKED)	RATINGS INCLUDED IN AVERAGE*
FUNCTIONALITY (How would you rate the features and functions you are currently using?)	Portals Underwriting and case management Product configuration Workflow / business process design Business rules Document automation Billing Reinsurance Claims management Commission management Business Intelligence Reporting
TECHNOLOGY (How would you rate the technology of this solution in the following areas?)	Ease of system maintenance Flexibility of data model Scalability Configurability Ease of integration with internal and external data/systems

DIAGRAM AVERAGE (QUESTION ASKED)	RATINGS INCLUDED IN AVERAGE*
INTEGRATION / API (What has been your experience integrating this system with the following components?)	Illustration systems E-Applications Underwriting systems Billing systems Claims systems Reinsurance systems Financial systems Internal applications and databases Document management solutions External data sources
(How would you rate the following APIs features offered as part of the system?)	API documentation Support for local or global standards API version management API access management API usage tracking
IMPLEMENTATION (Thinking back to when you first implemented this system, how would you rate this vendor in the following areas?)	Responsiveness Project management Implementation completed on time Implementation completed on budget Knowledge of your business
SUPPORT (How would you rate this vendor's ongoing post-implementation support in the following areas?)	Timeliness of responses to service requests Quality of response to service requests Cost of services Knowledge of your business Knowledge of their solution and relevant technology Communication — proactive communication of issues and changes Consistency in meeting SLAs Road map delivery

Source: Celent
*Scale 1 to 5, where 1 is poor and 5 is excellent. Not Applicable or No Opinion not included in average.

SAPIENS: SAPIENS CORESUITE L&P

COMPANY

COMPANY	
YEAR FOUNDED	1982
FINANCIAL STRUCTURE	NASDAQ: SPNS
NUMBER OF EMPLOYEES	3,000
CORPORATE REVENUES (USD)	USD $289.7 million in 2018
HEADQUARTERS LOCATION	Holon, Israel
UPRODUCT	
SYSTEM NAME	Sapiens CoreSuite L&P
VENDORMATCH LINK	https://www.celent.com/solutions/174951254
YEAR ORIGINALLY RELEASED / DEPLOYED	2000
CURRENT RELEASE / DATE OF RELEASE	Version 8 launched in 2019.
UPGRADES	Insurers Client can skip multiple versions (e.g., go directly from version 4.0 to version 7.0). The vendor supports current versions and more than two priors.
TARGET MARKET	All sizes of life insurance companies across all lines of business, both individual and group
GLOBAL INSTALLED BASE	20 customers
MARQUEE CLIENTS	FNB Life and Hollard — South Africa, MAPFRE MSV — Malta, Eurolife — Cyprus, Dentists Provident — UK
REVENUE FROM PRODUCT/SERVICE	As a public company, Sapiens does not provide breakdown of revenue by product or service.
R&D EXPENSE	R&D expense over the past two years has been 14% of total revenue attributed to this solution.
FTES PROVIDING PROFESSIONAL SERVICES FOR PRODUCT	600
FUTURE DEVELOPMENT PLANS	Expansion of the microservices framework and use of the Sapiens Digital Hub for common integration across Sapiens platforms. Cloud certification is in progress.

Source: Vendor RFX

CELENT OPINION

Sapiens is a vendor that we have been following for a long time. As a deep insurance specialist, Sapiens has solutions that support the industry across life, health, and P&C.

Sapiens CoreSuite L&P is very different from the solution we profiled in 2017, then known as ALIS. Sapiens has invested heavily to improve the overall look and feel, features, and underlying architecture to bring the solution up the latest client expectations for what a "good PAS solution" needs to be. Furthermore, Sapiens say that CoreSuite L&P is now a cloud-ready system with some components already cloud native and the remainder to be completed in 2020.

Albeit always a feature-rich solution backed up by a strong team of domain specialists, two years ago ALIS was starting to look a bit dated against some of the more modern solutions available. Based upon what was demonstrated to Celent this year, this perception feels like it is no longer valid.

The configuration engine includes a dashboard and offers a neat user interface. The product hub provides a great view of the metadata in relation to a product. Sapiens have also developed a framework called Smart Packs, which contains product configuration, SMART Book — a BPMN processes and user guide — and an automated test pack in Selenium. The workflow engine leverages a wizard approach, so creating new workflow and associated tasks for it is intuitive. In terms of business rules definition, the user interface is relatively simple. Sapiens has also added an Excel as a service component that complements their business rules configuration engine to speed up product design work. Overall, the product configuration component has been much simplified. Both internal and external end-user interface designs are consistent across customer lifecycle. Working with partners, Sapiens can now more easily integrate with health trackers (if required).

On the back of the investment the solution has received over the last two years, Celent believes that Sapiens is now back and better placed to support insurers' needs across the region as insurers modernise their solutions and look to support new propositions.

OVERALL FUNCTIONALITY

Figure 4: Key Functionality

Function	In Production with Clients	Supported but Not in Production	Not Supported
Life Insurance Service, Policy Management, and Workflow			
Customer Service Desktop	●		
Policy/Claims Overview	●		
Multiple Policy View	●		
Collaboration Tools	●		
Client-Centric View	●		
Workflow Management	●		
Graphic Design Environment for Rules Configuration			●
Externalized Rules Management	●		
Supervisory Workflow Management Tools	●		
Supervisory Reporting / Audit Tools by Staff	●		
Supervisory Reporting / Audit Tools by Group	●		
Role-Based Security / Authority	●		
Product Rules and Calculations			
Product Rules Repository	●		
Product-Specific Rules Design	●		
Separate Rules by Policy and Financial Company	●		
Automated Testing Capabilities	●		
Rate Table Management Tools	●		
Actuarial Calculation Engine	●		
Externalized Rating / Premium Rules	●		
Fund Management Calculations/Processing	●		
Tax Calculations by Product and Jurisdiction at Policy Issue	●		

Function	In Production with Clients	Supported but Not in Production	Not Supported
Tax Calculations by Product and Jurisdiction at Post Issue	🟢		
Tax Calculations Independent of Policy Value	🟢		
Claims Servicing/Fraud			
Claims Handling Dashboard	🟢		
Predefined Claims Causes	🟢		
Automated Claims Adjudication		🔵	
Automated Benefits Calculations	🟢		
Automated Tax Calculations	🟢		
Billing, Collections, and Reconciliation			
Individual Life Billing Capabilities	🟢		
Bill Plan Rules Repository	🟢		
Support for Industry Standard Bill Plans	🟢		
Search / Display Billing / Payment Options	🟢		
Collections Workflow Support	🟢		
Payment Recording Workflow	🟢		
Online Payment Support via Google, Apple, etc.		🟢	
Online Payment Support via ACH/EFT	🟢		
Past Due Management	🟢		
Real Time Payment Adjustment Support	🟢		
Delinquency/Non-Payment Management	🟢		
Reconciliations	🟢		
Premium Accounting	🟢		

Legend:

- 🟢 = Available out of the box
- 🔵 = Configurable using simple tools for business user
- 🔵 = Configurable using simple tools for IT user
- 🔵 = Configurable through a scripting language/coding
- 🟠 = Available with integration to a third-party solution
- 🟡 = Available with integration to a separate module provided by this vendor
- ⚫ = Under development/On roadmap
- ⚪ = Could develop – would be considered customization
- 🔴 = Not available/Not applicable

CUSTOMER BASE

Sapiens has 20 total customers, of which 10 are in Europe, 2 in the Middle East, 2 in Africa, and 5 in North America. The last client is in Asia. They have had 2 new insurance clients license the software in EMEA since 2017.

Figure 5: Client Base by Geography, Line of Business, Institution Type, and Deployment Mode
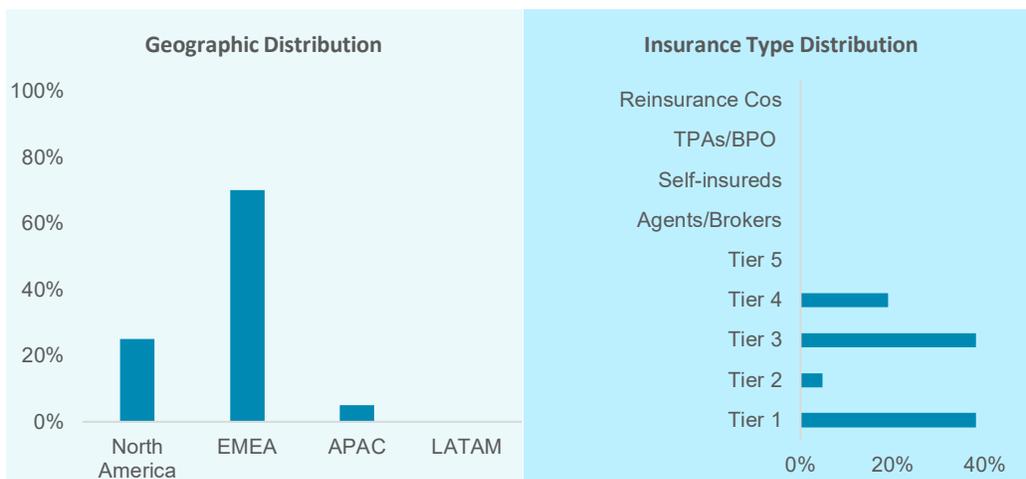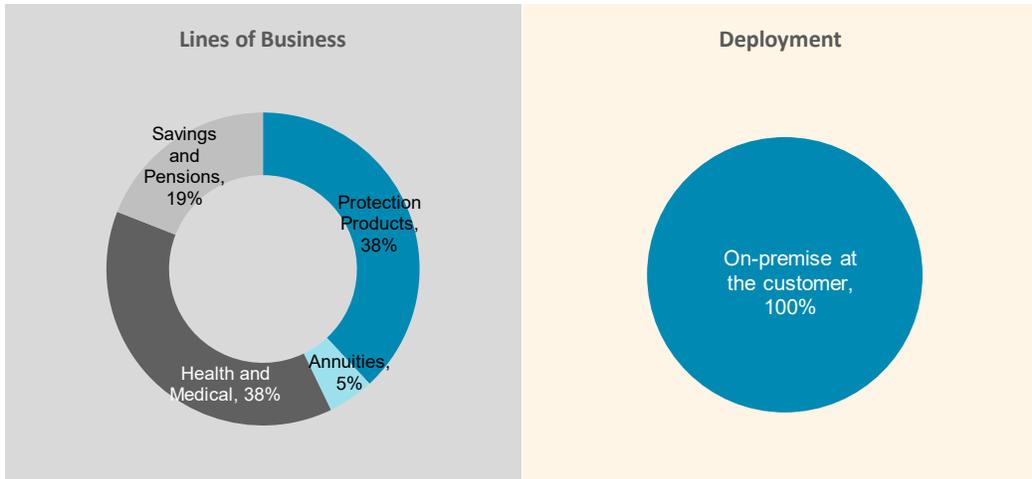
Source: Vendor RFX

CUSTOMER FEEDBACK

Five clients provided feedback on Sapiens CoreSuite for L&P. The system is deployed on-premise at the insurer for four of the clients, and one is in implementation to a private cloud. One client has been using the solution for three to five years, and two are still implementing it. All five use the system to administer life protection products, but one is using it for group and voluntary business. Three administer annuities on it, one of them for group and annuity. Two of these clients also administer pensions and savings, while one uses it for ancillary health products.

Figure 6: Customer Feedback
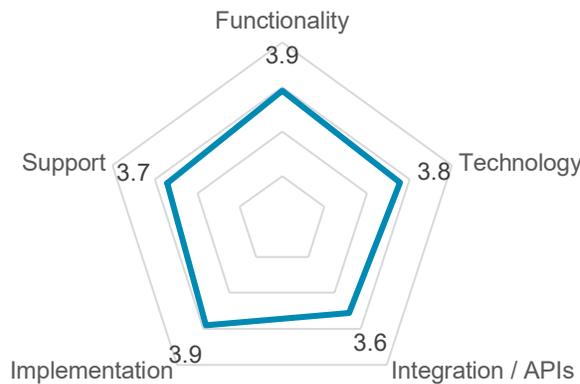
Source: Vendor RFX

LINES OF BUSINESS SUPPORTED

Table 4: Line of Business Support

INDIVIDUAL	AVAILABILITY	GROUP	AVAILABILITY
Term Life	✔	Term Life	⊖
Whole Life	✔	Whole Life	⊖

INDIVIDUAL	AVAILABILITY	GROUP	AVAILABILITY
Variable Life	✔	Variable Life	⊖
Universal Life	✔	Universal Life	⊖
Variable Universal Life	✔	Variable Universal Life	⊖
Indexed Universal Life	✔	Indexed Universal Life	⊖
Unit Linked	✔	Unit Linked	⊖
Senior or Pre-Need / Final Expense	✔	Senior or Pre-Need / Final Expense	⊖
Fixed Annuity	✔	Fixed Annuity	⊖
Variable Annuity	⊖	Variable Annuity	⊖
Indexed Annuities	⊖	Indexed Annuities	⊖
Enhanced/Impaired Annuities	⊖	Enhanced/Impaired Annuities	⊖
Short-Term Care	✔	Short-Term Care	✔
Accidental Death or Dismemberment	✔	Accidental Death or Dismemberment	✔
Critical Illness	✔	Critical Illness	⊖
Long-Term Disability (LTD)	✔	Long-Term Disability (LTD)	⊖
Short-Term Disability (STD)	✔	Short-Term Disability (STD)	⊖
Long-Term Care (LTC)	⊖	Long-Term Care (LTC)	✔
Income Protection	✔	Income Protection	⊖
Dental	✔	Dental	⊖
Vision	⊖	Vision	⊖
Supplemental Health / Hospital Indemnity / Major Medical	✔	Supplemental Health / Hospital Indemnity	⊖
Credit	✔	Credit	⊖
Pension (Individual, Group Defined Contribution, etc.)	✔	Pension (Individual, Group Defined Contribution, etc.)	⊖
Group Pension (Defined Benefit)	✘	Group Pension (Defined Benefit)	⊖
Wrap	⊖	Wrap	⊖

INDIVIDUAL	AVAILABILITY	GROUP	AVAILABILITY
Savings (Bonds, Mutual Funds, etc.)	✔	Savings (Bonds, Mutual Funds, etc.)	⊖

Legend: ✔ = Supported and in production; ⊖ = Supported but not in production; ✘ = Not supported

TECHNOLOGY

Technology details for Sapiens CoreSuite L&P are provided in the table below.

Table 5: Technology Options

TECHNOLOGY OPTION	RESPONSES
CODE BASE	C++: 30% Java: 70%
OPERATING SYSTEMS	The system can be implemented in Java and in JEE on JEE Boss, JEE WebLogic, JEE WebSphere, and other JEE. JEE/Java version support: Java 8 Available operating systems: Unix — Linux and Windows
SERVERS SUPPORTED	The system uses/supports JEE Boss, JEE WebLogic, JEE WebSphere, and other JEE servers.
DATABASES SUPPORTED	Oracle, SQL, and DB2
INTEGRATION METHODS SUPPORTED	Web services, XML, not through web services, HTML, HTTP, RESTful HTTP style services, JSON format, MQSeries, JMS or similar queue technology, custom APIs, flat files Public API integrations: none The vendor provides training for API integrations.
MOBILITY	The system uses responsive design and is tested on mobile devices. Native application support is not available. UI and process flows have been designed to be device independent.
CORE CODE MODIFICATION	Core code modifications are the exception to the rule, and they represented an average 8% of total cost in recent implementations. Recent core code modifications include custom integration requirements and client-specific screen modifications.
DEPLOYMENT MODELS	On-premise at the customer, on-premise at a partner, on-premise at the vendor/software provider, private cloud, public cloud CoreSuite Cloud solution supports container deployment using the cloud provider services for repositories for docker images, Kubernetes (AKS, EKS, etc.), DevOps tools, and Active Directory.
HOSTING LOCATIONS	NA, EMEA, APAC, LATAM
HOSTING DETAILS	Number of instances: - Maximum number of clients running on one instance: -

TECHNOLOGY OPTION	RESPONSES
PUBLIC CLOUD OPTIONS	Microsoft Azure, Amazon AWS, Google Cloud Platform (GCP), IBM Cloud/Bluemix

Source: Vendor RFX

PARTNERSHIPS

Table 6: Partnerships

TYPE OF PARTNERSHIP	PARTNER VENDOR
SYSTEM INTEGRATORS	The vendor typically does its own implementations, but they have partnerships with integrators and will work with them when required.
FINTECH PARTNERS	Lightico, Life.io, Atidot, Bold360, Easysend, Idomo, FinTLV
ACCREDITATIONS AND CERTIFICATIONS	None

Source: Vendor RFX

IMPLEMENTATION, PRICING, AND SUPPORT

Table 7: Implementation and Support

FUNCTION	APPROACH
EMPLOYEES AVAILABLE / AVERAGE EXPERIENCE LEVEL (YEARS)	Sapiens has 600 staff with 5 average years of experience providing professional services / client support for this solution. The average number of customers per professional services / client support staff is 1.
LOCATIONS OF EMPLOYEES	Sapiens has employees in all continents to support its product. If implementation resources need to be sourced from different countries, the vendor uses blended rates.
RESOURCE BREAKDOWN (VENDOR, CLIENT, SYSTEM INTEGRATOR)	Typical implementation team size: 16 to 20 Vendor: 75% Insurer: 25%
USE OF THIRD PARTIES	The vendor occasionally works with third party system integrators. Conversion options: The vendor can do the conversion, or they work with a third party; it depends on the customer's needs.
AVERAGE TIME TO IMPLEMENTATION	Initial implementation: 7 to 12 months 2nd and subsequent line of business: 4 to 6 months 2nd and subsequent states/jurisdictions: 1 to 3 months
PREFERRED IMPLEMENTATION APPROACH	Agile

Source: Vendor RFX

Table 8: Pricing Models

PRICING MODELS AVAILABLE:	Term license, perpetual license, enterprise license, and subscription-based license
FACTORS USED TO DETERMINE PRICING	Usage-based factors: assets under management, per functional components/modules used, policy or account volume
	Tiered-based factors: functional components/modules, jurisdictions (states/provinces/countries), and annual premium volume/revenues

Source: Vendor RFX

Was this report useful to you? Please send any comments, questions, or suggestions for upcoming research topics to info@celent.com.

LEVERAGING CELENT'S EXPERTISE

If you found this report valuable, you might consider engaging with Celent for custom analysis and research. Our collective experience and the knowledge we gained while working on this report can help you streamline the creation, refinement, or execution of your strategies.

SUPPORT FOR FINANCIAL INSTITUTIONS

Typical projects we support that are related to policy administration systems:

Vendor short-listing and selection. We perform discovery specific to you and your business to better understand your unique needs. We then create and administer a custom RFI to selected vendors to assist you in making rapid and accurate vendor choices.

Business practice evaluations. We spend time evaluating your business processes. Based on our knowledge of the market, we identify potential process or technology constraints and provide clear insights that will help you implement industry best practices.

IT and business strategy creation. We collect perspectives from your executive team, your front-line business and IT staff, and your customers. We then analyze your current position, institutional capabilities, and technology against your goals. If necessary, we help you reformulate your technology and business plans to address short-term and long-term needs.

SUPPORT FOR VENDORS

We provide services that help you refine your product and service offerings. Examples include the following:

Product and service strategy evaluation. We help you assess your market position in terms of functionality, technology, and services. Our strategy workshops will help you target the right customers and map your offerings onto their needs.

Market messaging and collateral review. Based on our extensive experience with your potential clients, we assess your marketing and sales materials—including your website and any collateral.

RELATED CELENT RESEARCH

APAC Policy Administration Systems 2019: Life, Annuities, and Pension Vendor Spectrum
December 2019

Policy Administration System Deal Trends in General Insurance in EMEA
September 2019

APAC Policy Administration Systems 2018: Personal, Commercial, and Specialty ABCD Vendor View
February 2019

Europe, Middle East, and Africa (EMEA) Policy Administration Systems (PAS) 2018: Personal, Commercial, and Specialty ABCD Vendor View
May 2018

Healthcare PAS 2018: ABCD Vendor View
April 2018

Latin America Life & Annuity Policy Administration Systems 2017: ABCD Vendor View
March 2018

Group and Voluntary Life Insurance Policy Administration Systems: 2018 North American Solution Spectrum
March 2018

North American Policy Administration Systems 2018: Personal, Commercial, and Specialty ABCD Vendor View
February 2018

Asia-Pacific Life Insurance and Annuity Policy Administration Systems 2017: An ABCD Vendor View
January 2018

EMEA Policy Administration Systems 2017: Life, Annuities, and Pension ABCD Vendor View
December 2017

North American Life Insurance and Annuity Policy Administration Systems 2017
November 2017

For more information please contact info@celent.com or:

Jamie Macgregor   jmacgregor@celent.com
Karen Monks   kmonks@celent.com
Nicolas Michellod   nmichellod@celent.com

AMERICAS

USA

200 Clarendon Street, 12th Floor
Boston, MA 02116

Tel.: +1.617.262.3120
Fax: +1.617.262.3121

USA

1166 Avenue of the Americas
New York, NY 10036

Tel.: +1.212.541.8100
Fax: +1.212.541.8957

USA

Four Embarcadero Center, Suite 1100
San Francisco, CA 94111

Tel.: +1.415.743.7900
Fax: +1.415.743.7950

Brazil

Av. Doutor Chucri Zaidan, 920 –
4º andar
Market Place Tower I
São Paulo SP 04578-903

Tel.: +55.11.5501.1100
Fax: +55.11.5501.1110

EUROPE

France

1 Rue Euler
Paris
75008

Tel.: +33.1.45.02.30.00
Fax: +33.1.45.02.30.01

United Kingdom

55 Baker Street
London W1U 8EW

Tel.: +44.20.7333.8333
Fax: +44.20.7333.8334

Italy

Galleria San Babila 4B
Milan 20122

Tel.: +39.02.305.771
Fax: +39.02.303.040.44

Switzerland

Tessinerplatz 5
Zurich 8027

Tel.: +41.44.5533.333

ASIA

Japan

The Imperial Hotel Tower, 13th Floor
1-1-1 Uchisaiwai-cho
Chiyoda-ku, Tokyo 100-0011

Tel: +81.3.3500.3023
Fax: +81.3.3500.3059