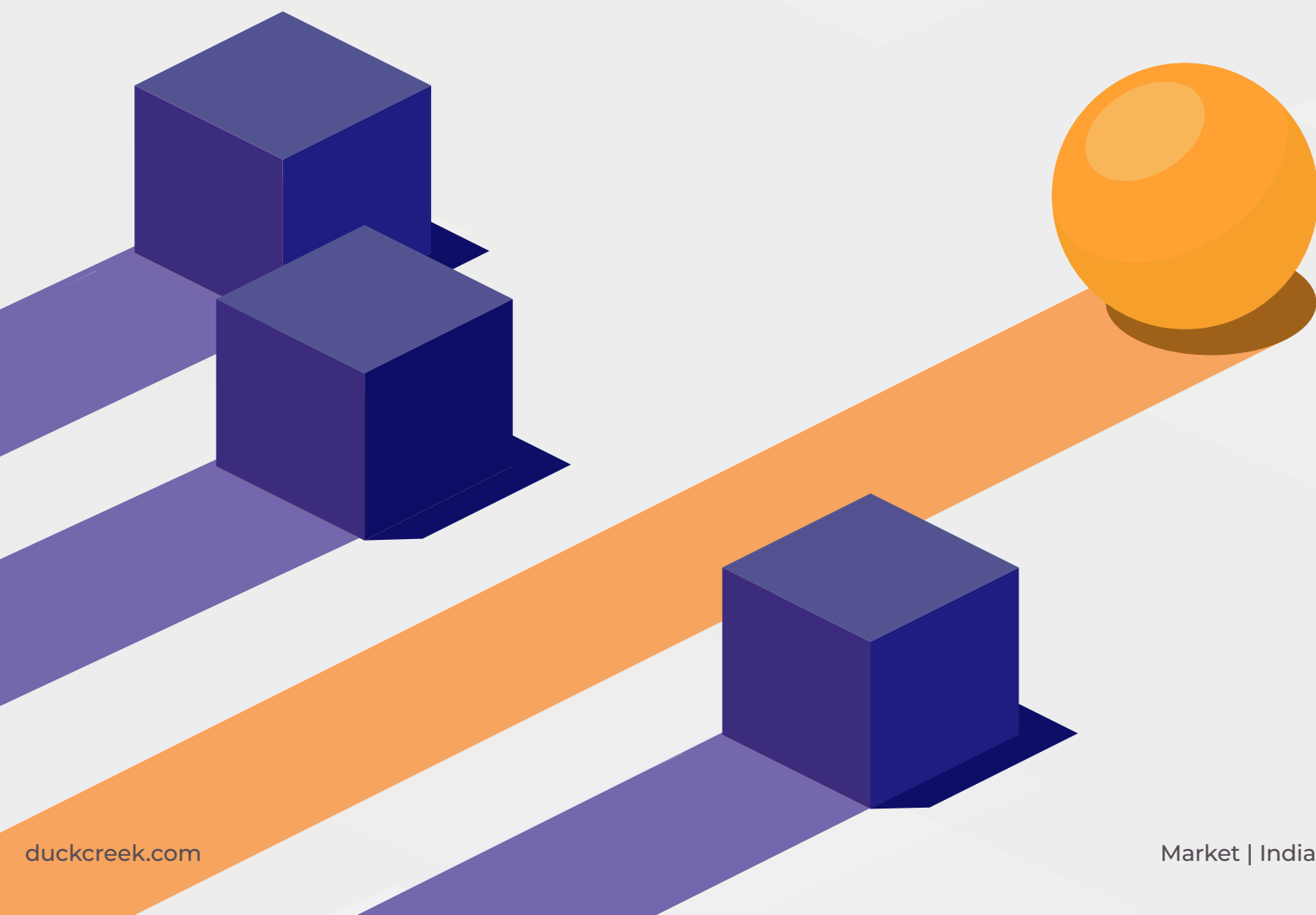




Punching above your weight!

Using SaaS-delivered core insurtech to
out-manoeuvre, out-perform and out-grow.



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Introduction

The Indian insurance market is going through a once-in-a-generation change.

The sector was already experiencing significant growth thanks to macro factors including increasing wealth, greater online literacy and population growth. This has now been accelerated by the IRDAI's *Insurance For All By 2047* initiative, deregulating the market, promoting innovation and investment, and creating more opportunities to protect more individuals and businesses.

In response to this, many of India's largest multi-line private general and health insurers, thanks to their size, scale and resources, have already begun a 'digital transformation' of their core insurance delivery technology to capitalise on the new opportunities the initiative has created. They're in the process of upgrading their existing on-premises, in-house and legacy solutions by adding on individual applications for extra capacity and capabilities.

But whilst the largest insurers have the advantage of being first to respond, they may also be putting themselves at a long-term disadvantage that **India's medium-sized multi-line general and health insurers could ultimately benefit from.**

By just upgrading their existing legacy and in-house solutions, these larger competitors are only 'kicking the can down the road'. Their solutions may become more capable now, but they will retain all their underlying flaws and issues. As time passes, these limitations will come to the fore and their systems

will again become out-of-date, prone to failure and limit business outcomes.

But, by doing it differently through the intelligent implementation and use of SaaS-delivered core insurtech — and the agility, speed, scale and innovation it affords — medium-sized non-life insurers could potentially out-evolve, out-compete and outplay their bigger and better-resourced competitors now, and long into the future.

This paper looks to discuss:

- How SaaS-delivered core insurance solutions are the right fit for medium-sized private multi-line general and health insurers, and
- How the features and benefits can be used to empower them to out-innovate, out-manoeuvre-, out-perform and out-compete their larger, on-prem and legacy-anchored competitors.





SaaS-delivered core insurtech – the big differentiator

India's market of medium-sized general and health insurers are going to push India's insurance industry to new levels by driving innovation and creating more competition. This will benefit the policyholder by increasing access to better-quality and more affordable coverage.

Though, inherent in their more moderate size comes limitations in staff, budgets, technology, capacity and other resources when compared to their larger rivals. These limitations can hamper their ability to compete and also limit their speed of response to the opportunities created by the *Insurance For All By 2047* initiative.

But SaaS core-delivery insurtech can help overcome this.

Whilst SaaS core-delivery insurtech can deliver the full policy lifecycle, from policy administration, underwriting and ratings through to claims management, reinsurance management, data and insights, and more; it's the additional benefits, and how it empowers insurers to reimagine the future of insurance, that helps make it superior to self-managed on-prem and legacy solutions.

SaaS core-delivery insurtech can:

- ▶ Reduce or remove the costs, complexities, burdens and limitations of on-prem, in-house and legacy insurtech.
- ▶ Deliver more speed, functionality, capability and capacity than on-prem, in-house and legacy insurtech.
- ▶ Empower insurers with the speed, flexibility and creativity to adapt to market and consumer changes as they arise, to maximise business and policyholder outcomes.

At its essence, it's perfectly suited for medium-sized private multi-line non-life insurers. It allows them to run leaner, and at speed, in certain areas so they can re-divert and reinvest resources into other, more valuable and strategic areas that deliver bigger growth opportunities or increased return-on-investment.

And whilst resources may be limited, when the functionality, capability and capacity of SaaS-delivered core insurtech is used to enable and inspire the creativity, intelligence, determination and tenacity of their people, medium-sized insurers have everything they need to out-adapt, out-innovate and out-compete their bigger and better resourced competitors.





OnDemand Delivery

What is it?

Where in-house and legacy solutions usually operate out of server rooms; SaaS-delivered insurtech, such as Duck Creek's solutions, are delivered via the cloud, OnDemand, and hosted locally in India. There's little-to-no physical hardware needed to deliver the solutions.

In-house and legacy applications are often old, analogue, slow, code-heavy and prone to breaking, and exclusively the domain of the IT department. When they're upgraded, it usually causes extreme disruption and downtime, and this brings the whole business to a standstill.

What does it do?

Delivered via the cloud, OnDemand takes the burden and considerable costs of technology ownership away from the insurer. These instead lie with the SaaS providers, including Duck Creek.

This means that the provider is responsible for the delivery and maintenance of the solution, as well as the ongoing investment in innovation and development. The insurer receives all the benefits without the time, effort, energy and costs associated with ownership.

OnDemand allows providers like Duck Creek to update the solutions every fortnight in the background (silent updates) so their insurers are always running the latest versions and using the latest features without the disruption-causing upgrades.

OnDemand also allows the solutions to have elastic capacity that can expand or contract based on demand. For instance, if there was a wide-spread claims event, such as a natural disaster, OnDemand-delivered solutions could easily and rapidly accommodate this.

OnDemand delivered by Duck Creek also offers 24/7 technical support and global-standard security and monitoring.

How can you benefit?

Generally, medium-sized non-life insurers can find themselves restricted by their resources, for example the number of staff per department or sizes of budgets, etc. This means they have less to invest into the development and improvement of their insurtech, compared to their larger competitors.

But with an exclusive focus on SaaS-delivered core insurtech, vendors like Duck Creek, in conjunction with their partners like Microsoft (via Azure), invest more in the development, innovation, user experience and delivery of their technology per year than any single insurer could. Medium-sized insurers can leverage this, giving them the equivalent technology budget, and associated benefits, in excess of even the biggest insurers, but at a fraction of the cost.

OnDemand means that medium-sized insurers can operate leaner, or more efficiently in multiple areas, but still have access to the latest and best insurtech features, functions and innovations via a



OnDemand Delivery

solution that runs reliably, efficiently and effectively.

In contrast, the larger insurers need to invest significant resources (financial, human, time, etc.) in the ongoing management, maintenance and upgrading of their solutions.

First and foremost, most of the hardware and overhead costs and resources required to run in-house and legacy solutions are no longer incurred by the insurer, allowing their budget to be saved or diverted to more strategic areas that will deliver a greater return on investment or more growth opportunities. This can include a reduction in training costs or costs associated with managing multiple vendors.

After the costs of initial delivery, SaaS-delivered solution costs are license-based and linked to business volumes, so the expenses are more predictable (for example, no unforeseen maintenance costs) and reflect the business' success. This allows for better cost control, with costs more aligned to success. It also improves financial planning and management.

Additionally, internal stakeholders, such as staff, don't need to be physically plugged into the solutions in the office to work it. This supports a remote work environment, allowing employees to access and work at home or anywhere else in the world (based on company policies), which could drastically improve work culture.

IN ACTION: OnDemand Delivery

Mutual Benefit Group is a US-headquartered regional P&C/general insurer providing motor, home and business cover. With 70,000 policyholders, and keen to grow, they wanted to transition away from their existing on-premises system to a scalable SaaS solution to allow them to compete more effectively against larger insurers, improve operational efficiency and system performance; and allow them to shift more resources to new product and feature development. They chose Duck Creek OnDemand to scale with them and provide the ideal user experience. The OnDemand solution allowed them to adopt new test-and-learn methodologies and best practice change management and DevOps processes. OnDemand kept them current with the latest features, delivering over 85 claims-system updates over a six-month period.



[Read the full case study here](#) 



The Product Factory

What is it?

The Product Factory methodology is exclusive to Duck Creek and enables insurers to conceive, design, develop and launch new products or amend products in significantly less time and with much less effort than traditional product development.

The Product Factory is enabled through core features including:

Coverage Library: Insurers can create a library of 'coverage modules' that form the building blocks of insurance products. These modules can then be inherited across multiple insurance products and brands. They can also be customised as required. This creates a plug-and-play, rather than a build-from-scratch, approach to product development.

Product Hierarchy and Inheritance: The range of individual products offered by an insurer are built using a hierarchy of shared and increasingly differentiated layers. This hierarchical structure enables

change inheritance where a single change can be made at one level and impact all products, a select few products or even a single product at subsequent layers. Duck Creek's inheritance enables re-use of common screens, coverages, integrations and functions, meaning there is no need to redevelop these every time.

Ready-made content and kits: Duck Creek offers its insurers the option of ready-made, out-of-the-box content and kits including line-of-business kits featuring pre-built forms, definitions, rules and rates; content kits spanning integrations and accelerators.

What does it do?

The Product Factory can drastically accelerate an insurer's speed to market, as well as drastically reduce the costs of innovation and development, increasing return on investment and accelerating growth.

It allows new products to be built in weeks, not months; and also allows for more personalised or differentiated products to be created without the associated complexity. For example, product variations and customer experiences can be built and maintained more easily for different distribution channels (broker vs branch vs website) or different customer segments (Tier 1 city vs Tier 2 city, vs Tier X city or regional).





The Product Factory

It also allows products to be amended more efficiently, whether it be all products, selected products, or a single product – these can all be updated from a single point rather than having to update every product individually.

Updates to multiple products can be made in hours instead of days or weeks.

How can you benefit?

The ability to launch more products easier and faster without the associated costs and complexity means that a medium-sized insurer can rapidly create the diverse product portfolio needed to compete with the larger insurers. In practice, this could allow for easier, more innovative and more efficient 'use and file'.

Medium-sized insurers could reposition themselves as larger insurers by offering more diverse lines of coverage where they hadn't before. Or they could offer more product diversification within lines. For example, with the recent removal of the 65-years age ceiling for health insurance, health insurers could create tailored and economically viable policy options built around distinct benefits (limits, inclusions, etc.) for those under 45 years, versus those over 65 years of age.

The ability to more easily create and offer product diversification also gives the insurer the opportunity to become a specialist insurer in that area. For example, this could inspire horizontal diversification through the creation of niche brands built to serve niche markets, such as high-

value customer segments like Directors & Officers (D&O), by also offering luxury vehicle insurance and premium-level health insurance.

This speed to market without the cost or complexity can also allow medium-sized insurers to be nimble and capitalise on new market opportunities as they develop, capturing more sales.

For example, medium-sized insurers could respond more rapidly (in a matter of weeks) to the recent (April 2024) and promptly-introduced (less than one month's notice) de-tariff of all motor, fire and workman's compensation insurance, thanks to the inheritance of configuration changes throughout the hierarchy, coupled with new rates. This could result in cheaper premiums for lower-risk vehicles or lower-risk drivers, allowing the insurer to quickly attract more policyholders thanks to a price advantage, whilst the larger insurers take months to catch up.





The Product Factory

Furthermore, medium-sized insurers could focus on growing business through more profitable distribution channels by designing products with exclusive coverage benefits (product modules), or defining unique prices or commission rates, for those channels. For example, favoring the insurance broker channel to enhance market reach may be achieved by setting and applying lower policy prices, or enhancing their products benefits, to give products distributed through brokers more appeal.



IN ACTION: Product Factory

GAINSCO
Auto Insurance®

GAINSCO Auto Insurance, a Texas-based property and casualty insurance company specialising in minimum-limits personal auto insurance, aimed to expand its operations into 44 new US states which required a scalable and flexible tech infrastructure. Their existing policy admin and billing systems were predominantly run on legacy applications which were not ideal for modern programming. Their intent was to replace these systems with a scalable, agile enterprise system. The choice fell on Duck Creek due to the right levels of functionality without the reliance on proprietary technology. Powered by Duck Creek's solutions, the process of launching in a new state was shortened from 15 months to 16 weeks, accelerating GAINSCO's national expansion plan.

[Read the full case study here](#) 



Low- and no-code configuration

What is it?

Unlike most, if not all, on-prem and legacy core delivery solutions which are underpinned by thousands of lines of complex code, the higher quality SaaS-delivered core insurtech solutions, like Duck Creek's, are exclusively low- and no-code configured and operated.

Duck Creek's low- and no-code operation and configuration is enabled by smart configuration tools to suit different levels of experience, from IT professionals through to business users. These tools use plain English, not a technical language, and are presented in a clear and simple format. No previous programming skills are needed to make configuration changes.

Via these tools, virtually everything in every Duck Creek solution can be easily understood and configured. There are almost no limits to what can be configured, as long as the data and logic is available.

For example, Duck Creek's policy and rating solutions use Excel-like data tables — if you can work a spreadsheet, you will be well positioned to use and configure Duck Creek's tech.

What does it do?

Building or amending a product or service is no longer restricted to those with an IT degree.

Due to its simplicity and ease of use, low- and no-code configuration allows more stakeholders from across the business to contribute to product and service development, refinement and launch. These developments and refinements can occur much faster and with greater accuracy, first time.

For example, low-code configuration can be performed in the rating engine, allowing for the testing and simulation of different risk prices to assess the impact on a portfolio's performance in response to de-tariffing. Or it could be used in the claims management solution to allow for the introduction of straight-through claims processing for low-value cases (e.g. a routine claim), unless these claims satisfy fraud detection measures, in which case these can be configured to be escalated.

How can you benefit?

Ultimately, low- and no-code configuration contributes to the increased speed, and decreased costs to market for new and amended products and services. This allows medium-sized non-life insurers to do more with less, better suiting their resource levels.

In contrast, the larger insurers running on-prem and legacy solutions need to build each new product, individually amend each product or develop new services, experiences and processes one line of code at a time, taking time and inflating costs.



Low- and no-code configuration

Because of the ease of use, more work — configurations, testing, etc — can be performed by a broader range of existing stakeholders, instead of exclusively by IT specialists. With more business-side users sharing the workload, this could free up IT-team capacity and resources to dedicate to other projects.

With a wider range of stakeholders able to perform more tasks, this drastically reduces the time taken to deliver results, such as when optimising a product. It could also lead to increased outputs.

For example, when making policy price changes as a result of de-tariffing, the pricing or finance teams could design, test and apply the new rating strategy themselves, entirely autonomously thanks to simple rate tables. They don't need to pass on instructions to IT teams to action. Or a senior claims manager can manage the access and security levels for their team members, instead of needing the IT team to action. In both instances, self-service could drastically reduce the number of steps required and the resources involved in change, speeding up results.

Increasing the speed to market of new rates, products, experiences and processes could give medium-sized insurers a first-to-market advantage compared to their speed-restricted larger competitors. The efficiencies of more stakeholders creating more outcomes faster could also lead to a reduction in costs due to leaner operations. This could drastically enhance return on investment from the more limited budgets available.

More hands-on stakeholder participation, through low- and no-code configurations, can also enhance innovation thanks to the contribution of more diverse perspectives and experiences of those working in and on the solutions.

For example, product managers have extensive knowledge of their products and their customers' needs, and combined with their hands-on systems experience (thanks to low/no-code), have the inspiration to conceive new products or features as well as the understanding of the system capabilities needed to deliver these.

IN ACTION: Low- and no-code configuration



Australian start-up insurer, Argyle Insurance, set out to target small/medium enterprise customers via the broker distribution channel. As a start-up, they had big ambitions, very specific requirements and limited resources including a handful of staff. As their founding core insurtech partner, the low code and high configurability of Duck Creek's policy, billing and rating solutions meant that the small team of business, not IT, professionals were empowered to easily build, configure and deliver new product features and processes, based on broker feedback, in days, not months.



Modular solutions

What is it?

SaaS core insurtechs like Duck Creek offer solutions that span the entire product lifecycle, from policy (administration, design and underwriting), to ratings, billing and payments, claims management, data and insights, reinsurance, digital customer service and more.

These insurtechs offer insurers the option to take a single solution (a module), a combination of solutions or the full suite, and the individual solutions can easily be integrated with existing on-prem/legacy applications ([See Open APIs and established partner ecosystem, page 14](#)).

What does it do?

This modularity, offering the ability to select individual solutions, means that medium-sized non-life insurers can prioritise the implementation of solutions. It also gives them the option to stagger their transformation, instead of needing to transform the whole business all at once.

How can you benefit?

This ability to select and implement individual solutions can help maximise return-on-investment or supercharge growth by allowing medium-sized insurers to prioritise the areas that will make the biggest impact to the business or their customers, helping make the most effective use of the limited resources available.

For instance, starting with the product design, underwriting and administration functionality of the policy solution

could allow the insurer to attack new markets with new products, increasing policyholder numbers. Whereas beginning with the claims management solution could drastically improve the claims experience for policyholders, improving customer satisfaction and increasing retention.

In the new environment of 'use and file' and de-tariffing, beginning with a policy and ratings solution powered by Duck Creek's unique Product Factory functionality ([see page 5](#)) could allow medium-sized insurers to rapidly develop, launch and refine innovative coverage products and grab crucial market share much faster than their larger competitors.

Rolling out single or selected solutions in a staggered way can also help transform the business in a more manageable and sustainable way, with less disruption.

With fewer resources available, such as staff, any disruption to an insurance business is magnified at a medium-sized insurer, as the disruption can't be absorbed as effectively. The policyholders are often affected too. Implementing individual solutions can help limit disruption and better allow staff to adapt to the new solution, ensuring a smoother transition. Less disruption to staff and processes won't impact policyholders as significantly as bigger disruptions.



Workflows, automation and straight-through processes

What is it?

Duck Creek's solutions offer the functionality and intelligence to create automated workflows and processes based on triggers, rules, data inputs and changes, and other criteria. These workflows and processes can be internal (staff-facing) or external (customer-facing) and transverse the entire product suite and policy lifecycle.

They can occur in the background and can be triggered directly by a customer's input such as a first notice of loss. In fact, for routine or low-value cases, such as motor glass damage, insurers can create no-touch, straight-through claims processes that require no human input (assuming it meets all criteria) to deliver instant (and automated) claims outcomes.

Duck Creek offers out-of-the-box automations and workflows, and business-side users can configure new, or modify existing, workflows using the low-code platform.

Artificial intelligence and machine learning can even be used to enhance workflow tasks, such as allocating work, or contributing intelligence to assist decision making.

What does it do?

This functionality reduces or removes (for low-value, routine or repetitive tasks) the need for human input in many processes.

For example, Duck Creek's SaaS reinsurance management solution

can auto-run and produce, and then distribute to external contacts, regular monthly reports. Normally this would require someone to compile these reports from multiple data sources and then distribute individually from their inbox.

For more complex, higher-touch activities or cases, this functionality can perform some of the lower-touch tasks involved, and then allocate or escalate the remaining tasks to the appropriate stakeholder for resolution or for additional input (before rejoining the workflow). For example, automatic and background processes can be designed to identify potentially fraudulent claims and escalate these to specialist assessors for detailed evaluation.

Or when integrated with policy and claims management solutions, Duck Creek's reinsurance management solution can auto-calculate, summarise and report on the reinsurance claims associated with a claims event, such as a natural disaster. This is instead of an employee having to manually reconcile this information.

As these processes can run automatically, they can deliver results almost instantly. Their speed is only limited by any human input required or the availability of data. A first notice of loss can trigger straight-through processing and result in a near-instant outcome for the policyholder if all conditions have been appropriately satisfied.



Workflows, automation and straight-through processes

How can you benefit?

Ultimately, this functionality could allow a medium-sized insurer to develop and run more sophisticated processes, and achieve more effective operations and outcomes, with fewer resources, at an increased speed and at a significantly lower cost.

This may mean that more policy applications can be assessed and bound faster, resulting in more policyholders; or more claims processed and resolved faster, resulting in more satisfied policyholders.

The ability to run more automated processes can help support the delivery of an increased range of more innovative products and services that would allow a medium-sized insurer to better compete with larger insurers. As whilst these products can be designed and delivered at speed (thanks to the [Product Factory – see page 5](#)), they can also be supported and delivered sustainably without putting additional ongoing strain on staff. Those (larger) insurers running in-house or legacy systems may only be able to run these processes and workflows manually, requiring bigger workforces. Or because of their high-code solutions, it may take them months to build, test and launch the new process or automation, drastically decreasing speed- and value-to-market.

Not having to perform repetitive and mundane routine tasks also means that

the capacity of a finite workforce can be used more efficiently and effectively and be redirected to more complex and valuable projects that deliver greater ROI. For example, straight-through or low-touch claims processing can free up more staff to work on more complex high-touch cases or deliver a more personalised customer experience. Furthermore, high-touch cases can be streamlined into medium-touch cases when some of the lower value tasks are automated.

These auto processes, or process-assisted decisions, can also improve the consistency, reliability and accuracy of outcomes as they're produced with less human bias and less chance of human error. This accuracy and consistency can assist an insurer to better comply with regulatory requirements or deliver more efficient or profitable outcomes. For example, a catastrophe report can be auto-generated, drawing directly from all the relevant claims data in the claims solution, rather than this having to be manually compiled with the risk of missing valuable claims. This could help the insurer recover the full reinsurance value they're entitled to.

These automated workflows and processes can help the medium-sized insurer create a service-based business, built around increased speed, more personalised customer care and consistency of outcomes. This can result in better customer experiences, higher customer confidence and increased



Workflows, automation and straight-through processes

satisfaction, helping improve customer retention and acquisition. For instance, a straight-through claims management process for a motor glass claim could deliver the policyholder a claims outcome in minutes, rather than days, allowing them to move on faster.

Or for a more complex case, when integrated with Smart Communications' applications ([See Open APIs and an established partner ecosystem, page 14](#)) highly personalised and interactive customer communications can be triggered at the start of each stage of the assessment process and distributed via the policyholder's preferred channel, keeping them informed of the progress.

Just the knowledge that their claim is progressing can give them the confidence boost they need during this stressful experience.

With fewer claims managers working on routine cases, they can spend more time delivering better care and service on the more complex claims.

Not having to manually perform these repetitive, low-value tasks can also help improve staff engagement and morale, with staff able to extend themselves and derive greater satisfaction from more challenging and rewarding projects. This can help increase the quality and quantity of their outputs.

IN ACTION: Workflows, automation and straight-through processes



QBE Insurance Group is a global reinsurance (and general insurance) company headquartered in Sydney and listed on the Australian Securities Exchange. They operate three re/insurance divisions (Australia Pacific, International and North America) as well as a captive (assuming) reinsurance business (Equator RE). Their incumbent region-specific legacy systems lacked the full range of automation necessary for global process efficiency, so they chose Duck Creek Reinsurance to help them manage and centralise all their reinsurance processes. As a result, the automation of a number of recovery processes significantly improved their accuracy and timeliness, including a vast improvement in reinsurance calculations accuracy.

[Read the full case study here](#) 



Open APIs and an established partner ecosystem

What is it?

In-house and legacy core delivery systems usually run off thousands of lines of complex code. This code has often been severely modified over the years, adding additional complexity, reducing speed and making the solution more prone to failure. This complexity also adds to the time taken to resolve issues.

The scale and complexity of the code also makes it harder to integrate the core solutions with additional third-party peripheral (non-core) insurtech, such as customer communication or document management solutions. Integration usually takes time, as it's typically bespoke — adding even more complexity.

Modern SaaS-delivered core insurtech solutions, like Duck Creek's, are designed with abundant open and accessible APIs, ready to be integrated with.

SaaS solution providers like Duck Creek also partner with a variety of third-party peripheral insurtech providers as part of their business model to offer tried-and-tested peripheral solutions and quality vendors that insurers can trust.

Like cloud-delivered core solution providers, peripheral insurtech solution vendors also deliver via the cloud, allowing them to offer updates and maintenance regularly and silently and reduce the insurer's on-prem costs ([See OnDemand Delivery, page 3](#)).

What does it do?

With abundant open APIs readily available, it makes it simpler, easier and cheaper to integrate peripheral insurtech into core solutions.

With no back-end code modification required for integration, this maintains the integrity, functionality and performance of the core solution, as well as the integration.

Furthermore, any customised processes or behaviours can be easily created with low- and no-code configuration and inherited throughout the product hierarchy ([see The Product Factory, page 5](#)).

Duck Creek, in particular, have selected their partners based on customer need, functionality, innovation and quality, resulting in an ecosystem of providers that are aligned with Duck Creek's vision and mission. This ensures that their partners deliver the same quality, performance and service levels that an insurer could expect from Duck Creek, further reducing the burden on the insurer.

How can you benefit?

The increased ease and simplicity of integrating third-party solutions via open APIs means that medium-sized insurers could plug-in more innovative solutions into their SaaS-delivered core insurtech, expanding functionality and capabilities.

The additional solutions will allow them



Open APIs and an established partner ecosystem

to offer customers a more mature, sophisticated and developed range of coverages, features, experiences and services. This can enhance product appeal or customer retention and satisfaction to levels beyond those offered by the largest insurers.

For example, Smart Communications, a Duck Creek solutions partner, allows insurers to create and deliver highly personalised, relevant and interactive conversations via preferred channels throughout the policy lifecycle. These personalised communications, on the policyholder's terms, could be used to help ease them through a stressful claims process thanks to regular and transparent updates, or increase their chances of policy renewal thanks to more timely reminders sent via a variety of channels, such as SMS.

These third-party solutions can also help support the backend delivery of these products and experiences. For example, Hyland, another trusted Duck Creek solution partner, offers cloud-delivered document management and governance services, allowing medium-sized insurers the ability to better satisfy increasing security and regulatory requirements, as well as collect, store, access and evaluate a greater range of documents, including claims-related evidence.

The ease and speed of integration, enabled via open APIs and an ecosystem of partners offering ready-made solutions, could also lower the costs of increasing functionality. The normal costs of in-house and supplier teams designing, testing and launching bespoke integrations built off extensively modified code would be virtually non-existent. Instead, a small team of project and IT professionals, in partnership with the solution provider, could effectively integrate and configure the solution.

The open APIs are also accessible to your existing on-prem and legacy peripheral insurtech solutions, which could allow you to retain the valuable insurtech you've invested in. This could significantly reduce transformation costs, as well as limit disruption to the business and policyholders.





Experienced and local insurtech providers

What is it?

Although SaaS-delivered core insurtech is the next stage in insurtech evolution, many of its providers, including Duck Creek, have been delivering and specialising in insurtech globally for decades.

Over that time, these vendors would have accrued an extensive and deep range of tech-, business- and insurance-related knowledge, skills and abilities through partnerships with the world's biggest insurers.

At the time of writing, Duck Creek counted HDFC Ergo, Suncorp, CHUBB, Berkshire Hathaway Specialty Insurance, AIG, GEICO and QBE amongst its customers.

This contrasts with the more general technology providers who either lack the specialised insurance-industry experience, or offer a single cover-all financial technology solution which is usually less specialized, less capable and less effective. These more general fintech providers may also be over-extended by the range and number of other finance clients they may have.

And despite being a global provider, Duck Creek has on-shore operations in India, offering local professional services and hosting.

What does it do?

This accumulation of decades of specialist insurance and technology skills, experience and knowledge, as well as on-shore presence, can be used to better support the efficient and effective delivery of the core insurtech for medium-sized non-life insurers, as well as support their business operations.

The core insurtech provider, in partnership with the system integrators/delivery partners, can provide expert guidance on efficient and effective delivery strategy and tactics, in line with local rules, regulations and policyholder expectations.

With extensive experience working with insurers and witnessing their success, the experienced insurtech partner can also provide guidance on best-practice operational strategy and tactics, for instance guidance on improving policyholder satisfaction or optimising business processes.

Specialising in insurtech, as Duck Creek does, helps ensure the vendor can deliver a higher level of dedicated service and support.

How can you benefit?

Experienced insurtech providers can drastically reduce the time and costs of implementation through the application of best-practice strategies. More efficient



Experienced and local insurtech providers

delivery could reduce the costs derived from excess and waste that comes from inexperience. This would also improve the ROI from the limited budgets or allow the insurer to get more value from their budgets.

Where medium-sized insurers would normally accumulate knowledge through staff-hires, research or experience (and failure) over time — and often be one step behind their larger and more experienced competitors — partnering with an insurtech provider can give them a short-cut to this knowledge. An

experienced core insurtech vendor can give medium-sized insurers instant access to the best ways of working, or insights into how large insurers traditionally operate. This information can be used to develop a competitive strategy, or as inspiration to improve processes, or to even deviate from them as required.

This knowledge, skills and experience can also be transferred to staff, helping build a business of innovative subject matter experts and reducing formal training costs.

IN ACTION: Experienced insurtech provider



Australian start-up insurer, Argyle Insurance, had big ambitions, very specific requirements and limited resources, including a handful of business-side staff. They needed a founding core insurtech partner to deliver early-lifecycle core solutions allowing them to design bespoke coverages and quote, bind and sell policies to small and medium-sized enterprises. But an insurance delivery system was only part of the puzzle. They also needed a partner that appreciated and supported their start-up situation, rather than distract from it, as they couldn't afford any delays due to a modest budget. Duck Creek was a natural partner as both vendor and customer shared the same vision – to use technology to redefine how insurance is transacted. This relationship allowed for some innovative delivery strategies, for instance, streams of activity were run in parallel and sprints compressed to one week. Ultimately, this partnership resulted in a record 60-day delivery which included UAT, and all within budget.



In conclusion

The Indian insurance market is going through a once-in-a-generation change with the IRDAI's *Insurance For All By 2047* initiative accelerating the sector's natural growth. This initiative of rapid and innovative de/regulation is creating more opportunities to protect more individuals and businesses.

But to respond most effectively and best capitalise on the new opportunities, it means non-life insurers need to digitally transform their core insurance delivery technology, with their current tech lacking the speed, flexibility and capacity to effectively handle the new demands.

Many of the largest insurers are simply upgrading their existing on-premises, in-house and legacy solutions by adding on individual applications to create extra capacity and capabilities. But, by doing it differently and transforming their core with SaaS-delivered insurance solutions, medium-sized, multi-line general and health insurers could get access to functionality and capabilities to allow them to out-evolve, out-innovate and out-compete their larger competitors now, and long into the future.

At its essence, SaaS-delivered core insurance solutions are perfectly suited for medium-sized non-life insurers because of features and benefits like:

- ▶ OnDemand Delivery
- ▶ The Product Factory
- ▶ Low- and no-code configuration
- ▶ Modular solutions
- ▶ Workflows, automation and straight-through processes
- ▶ Open APIs and an established partner ecosystem
- ▶ Experienced and local insurtech providers

It allows them to run leaner and at enhanced speed across a variety of areas so they can re-divert and reinvest resources into other more valuable and strategic areas that deliver bigger growth or increased return-on-investment.

With medium-sized non-life insurers often more constrained by fewer resources compared to their larger competitors, the functionality and benefits of SaaS core insurance solutions delivered at a lower cost can help offset this.





In conclusion

With SaaS-delivered core insurtech, medium sized non-life insurers are empowered to:

- ▶ Operate leaner or more efficiently in multiple areas, but still have access to the latest and best insurtech.
- ▶ Maximise return-on-investment or supercharge growth by more easily targeting the areas that will make the biggest impact to the business or customers.
- ▶ Launch more products easier and faster without the associated costs and complexity, allowing them to offer more product diversification or respond to customer demand or IRDAI-created opportunities.
- ▶ Deliver better customer experiences, higher customer confidence and increased satisfaction, helping improve customer retention and acquisition.
- ▶ Design and run more sophisticated processes and achieve more effective operations with fewer resources at an increased speed.
- ▶ Allow a wider range of stakeholders to perform more tasks, such as product configuration, enhancing innovation.
- ▶ Target more profitable distribution channels or expand reach through more efficient channels.
- ▶ Transform the business in a more manageable and sustainable way, with less disruption to processes, staff and customers.
- ▶ Improve the consistency, reliability and accuracy of outcomes as they're produced with less human bias and less chance of human error.





Duck Creek
Technologies

About Duck Creek Technologies

Duck Creek Technologies is the intelligent solutions provider defining the future of the property and casualty (P&C) and general insurance industry. We are the platform upon which modern insurance systems are built, enabling the industry to capitalize on the power of the cloud to run agile, intelligent, and evergreen operations. Authenticity, purpose, and transparency are core to Duck Creek, and we believe insurance should be there for individuals and businesses when, where, and how they need it most. Our market-leading solutions are available on a standalone basis or as a full suite, and all are available via Duck Creek OnDemand.

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