



Delphix for Insurance

Become a digital insurer of the future by transforming the policyholder experience

The insurance marketplace is crowded with growing competition between established providers and disruptive insurtech. Insurers offering property and casualty coverage or life insurance and annuities know that they must deliver faster claims processing and a personalized policyholder experience in order to compete.

Transforming the policyholder experience requires reliable access to current data that feeds claims processing software, systems, and analytics—but delivering that data can be challenging.

Data resides throughout every core software application and in 10s to 100s of databases, both on-premises and cloud. Moving, securing, storing large volumes of data often impedes the use of it for software development, QA, and analysis.

Added to that, sensitive policyholder information needs to be protected in accordance with data privacy regulations, increasing the complexity, risk, and time it takes to provide data to innovation leaders who are charged with:

- » Updating and adding features to core policy claims software
- » Migrating from legacy systems to cloud and SaaS solutions
- » Keeping insurance offerings current with price and market changes
- » Analyzing and adjudicating claims
- » Developing mobile offerings along with insurtech ecosystem partners
- » Expanding to new geographical markets



“Many carriers are struggling to meet new regulatory requirements because siloed legacy systems often lack integration. The overwhelming volume of data being maintained can also be problematic. Insurers should consider establishing a more comprehensive information governance program that addresses these and other data management and privacy challenges—not just to meet compliance standards but also to enable better business decisions and actions.”

Deloitte Insurance Industry Outlook

Insurance Industry Challenges and Data Bottlenecks

Insurers have several imperatives for remaining competitive, but slow access to compliant data puts these at risk.

Keeping Claims Processing Systems Up to Date

Insurance companies need to implement, upgrade, and customize core claims processing systems, such as Guidewire, to continuously improve the policyholder as well as internal employee experience.

Data Bottleneck – Delivering and refreshing data from core systems to dev/test environments can take days or weeks, which impedes frequency of updating claims processing systems and adding new features.

Modernizing Claims Processing

Modern claims processing software continues to evolve with faster and more efficient policyholder transactions, thus providing a better experience for both claims adjusters and policyholders. Cloud and SaaS solutions, such as Guidewire, offer continuous innovation and speed improvements, so migrating off on-premises, mainframe software to more agile applications is crucial.

Data Bottleneck – Moving data to the cloud from on-premises applications is often a herculean process that delays the ability to adopt leading-edge, cloud-born claims processing software. This legacy software is often slow and unreliable, thus impeding the ability to meet internal processing goals and policyholder expectations.

Partnering with an Insurtech Ecosystem

Large insurance providers are often bogged down with maintaining current software applications and not always in a position to disrupt the market, so partnering with disruptive insurtech developers is often the smartest move.

Data Bottleneck – The time it takes to protect policyholder information in a non-automated way can impede the ability to share data needed for end-to-end testing of partner applications.



How Delphix Can Help

Delphix DevOps Data Platform eliminates data bottlenecks and accelerates compliant data delivery for:

- » 2x faster core software (i.e. Guidewire) updates
- » Ready access to current data for rapid adjudication
- » Migrating applications to the cloud for customer experience transformation
- » Sharing data with insurtech ecosystem partners to drive revenue growth

Delphix integrates data masking with data virtualization to ensure that sensitive customer information is protected in dev/test and other non-production environments, whether on-premises, in the cloud, or a hybrid architecture. The platform supports API-driven automation to integrate data delivery into workflows across hybrid- and multi-cloud environments, from structured, unstructured, SQL, NoSQL, and cloud-native data sources.

Masking capabilities help identify sensitive information, such as names, addresses, and credit card numbers contained in the data and automatically mask the information according to security policies and data privacy regulations. Data masked with the platform is production-like in quality and remains fully functional and realistic for accurate development, testing, and analysis.

Sample Data Sources

Data from
Acquired Company

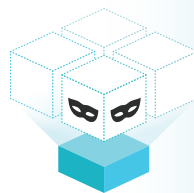

Legacy Claims
Processing Software


Software Partner
Applications


Claims Reporting
SQL Server

Historical Claims
Processing Data


Mobile Applications

D E L P H I X

Data Environments

 **DBA**
Merge, clean, and validate
data from acquisitions

 **IT Operations**
Migrate claims processing to a
modern solution, such as Guidewire

 **Development & QA Team**
Integrate accident reconstruction
application into mobile service offering

 **Adjudication Analysts**
Reduce the time to adjudicate
and process claims

 **Risk Analysts**
Determine risk factors

 **Development & QA Team**
Add mobile customer quote services

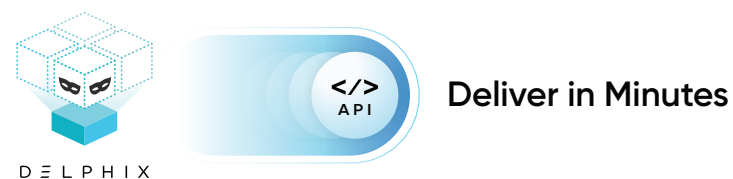
With the Delphix DevOps Data Platform, you can innovate faster and accelerate development and testing of differentiated applications with secure, production-quality data. Data is available in minutes with API access and controls for developers, testers, and analysts with full control over bookmarking, branching, sharing, refreshing, and restoring data.

Provision/Refresh Environments

Before



After



Delphix DevOps Data Platform Benefits for Insurance Providers

Accelerate Data Delivery for Application Development

In many large insurance companies, provisioning data environments is a slow, manual process often taking weeks and involving coordination across multiple IT and DBA teams. With the Delphix programmable data infrastructure, you can reduce the time to provision dev/test data from weeks to hours, thus shrinking development cycles for core software rollout and updates, such as Guidewire. Delphix non-disruptively synchronizes with data sources and automates provisioning of virtual data copies while optimizing physical storage.

Once data is provisioned data environments are available in minutes, giving developers and testers powerful API controls to:



Refresh

Update a virtual copy to reflect the latest state of the data source, including a production data source.



Rewind

Revert a virtual data copy to a bookmark or an arbitrary, past point in time.



Bookmark

Create a save point in the timeline of a virtual data copy in case its state needs to be shared or restored.



Branch

Create a child copy of any given virtual database.



Share

Allow other developers to import a specific bookmark into their own environment.

Adopt Cloud Technologies Faster to Drive Innovation

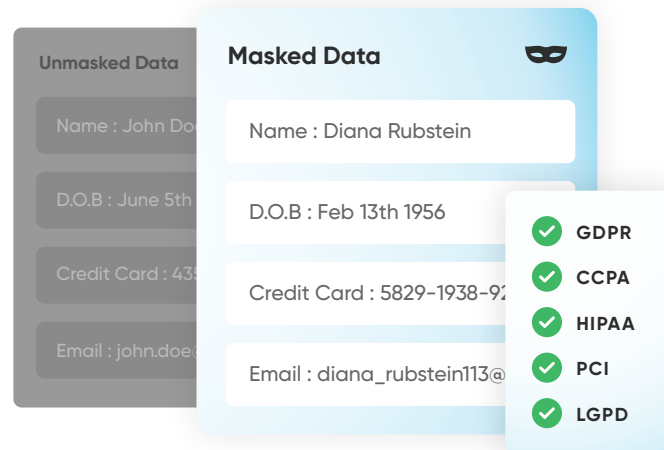
Delphix transforms how data is managed for cloud projects with fast and efficient movement of data from on-premises to the cloud with the ability to quickly provision data environments. API controls help migration teams test/validate workloads. Once the data is moved, Delphix supports the ongoing, steady-state of dev/test in the cloud.

With automated data provisioning and API access, insurance providers can leverage the flexibility and efficiencies gained from the cloud, whether private, public, hybrid, or multi-cloud.

Reduce Data Privacy Compliance Risk

Delphix integrates data masking with data virtualization to ensure that sensitive customer information is protected in dev/test and other non-production environments, whether on-prem, in the cloud, or a hybrid architecture. The platform identifies sensitive information in data sources, determines recommended de-identification algorithms, masks the sensitive data, and creates an auditable data privacy history. Delphix masking algorithms produce realistic values with referential integrity across disparate systems.

With Delphix, you can govern data in accordance with security policies and data privacy regulations, such as GDPR and CCPA. Data masked with the platform is production-like in quality and remains fully functional and realistic for accurate development, testing, and analysis.



Data masked with Delphix remains fully functional and realistic for accurate development, testing, and analysis

Expand Product Offerings by Safely Sharing Data with an Insurtech Ecosystem

Insurance providers are more and more often relying on an insurtech ecosystem to extend their offerings and geographical reach. Delphix provides the means to share virtualized, production-quality data with ecosystem partners while ensuring that policyholder information is securely masked. The secure data can be delivered and refreshed quickly in a flexible, automated way both on-prem and in the cloud.

Minimize Outages and Downtime for a Better Policyholder Experience

The DevOps data platform maintains ongoing records of application data states and virtual data delivery enables rapid recovery. Production support teams can deploy the latest known good data state in minutes, dramatically shortening outage recovery timelines. This allows the business to minimize losses, reputation impacts, or regulatory penalties.

Reduce Infrastructure Requirements by 90%

Delphix drastically reduces the amount of storage and other hardware resources needed to maintain the non-production data footprint. Multiple virtual data copies can be supported through a fraction of the storage that would otherwise be required for dedicated physical copies.

“The emergence of large numbers of insurtechs offering a wide variety of solutions and capabilities is a genuine opportunity for incumbent insurers to innovate through collaboration.”

Accenture Insurance Blog

Proven Solution

The Delphix DevOps Data Platform serves as the foundation for data automation across hundreds of the world's leading enterprises. By automating data delivery and controls via APIs and increasing data supply to the business, leading insurance companies have unlocked significant outcomes trapped in their development and IT investments.



Ciga Accelerated Claims Processing

"The Delphix ROI payback period was six months, and was 194 percent of what we invested."

Feroz Merchhiya
(Former) CTO, CIGA



Anadolu Sigorta Transformed Customer Experience

"We are now able to provide our test and solution development teams more accurate data with less time and less resources."

Mehmet Abaci
CIO, Anadolu Sigorta



D E L P H I X

Delphix is the industry leading data company for DevOps.

Data is critical for testing application releases, modernization, cloud adoption, and AI/ML programs. We provide an automated DevOps data platform for all enterprise applications. Delphix masks data for privacy compliance, secures data from ransomware, and delivers efficient, virtualized data for CI/CD.

Our platform includes essential DevOps APIs for data provisioning, refresh, rewind, integration, and version control. Leading companies, including UKG, Choice Hotels, J.B. Hunt, and Fannie Mae, use Delphix to accelerate digital transformation. For more information, visit www.delphix.com or follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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