

Riverbed for Insurance Providers

A simple, smart, and open suite that optimizes the digital experience of insurance provider employees and customers.

Changing customer expectations, innovative newcomers, regulatory pressure, and disruptive technology are transforming the insurance industry. According to researchers at McKinsey, “the traditional insurance business model is beginning to feel the digital effect.”

McKinsey estimates that up to 40 percent of Property & Casualty expenses are locked up in their top 20 to 30 core processes - costs that automation can reduce, and in some cases, eliminate.

At the same time, ever more stringent regulations require insurers to have even tighter control of their finances, security, and data to protect customer trust.

Sustainability has also become a focal point, with insurers committing to net-zero operations and supporting customers in their sustainability goals, reflecting a broader industry commitment to environmental responsibility.

Solving Key Challenges for Insurers

Addressing these challenges requires insurance staff to have the right IT systems in place for them to do their jobs effectively. This involves modernizing policy admin and claims processing systems, adding artificial intelligence and automation, transforming the call center, and adding governance and control, all while using less resources (both economic and environmental).

“As P&C core insurance platform adoption continues to accelerate in North America and core capabilities rapidly become commoditized, CIOs must turn their attention to assessing deployment models and integration capabilities”

Sham Gill, Global Financial Services Industry Research and Advisory,
Gartner

Transform Core Insurance Applications

For many insurers, there is no getting away from the need to overhaul their core platforms. Written using decades-old languages, such as COBOL or PL/I, these monolithic, batch-processing systems usually cannot deliver the speed, agility, and flexibility required by a modern digital business. They often present difficulties in terms of operations, scalability, and cost. These insurers are left with three choices: build a new core insurance platform

themselves, refactor the existing one (by modernizing code or streamlining the system architecture, for example), or replace it with commercial off-the-shelf software.

“We realized our existing device performance monitoring tool couldn’t tell us what our workforce was actually experiencing”

Digital Workplace Solution Architect, global insurance provider

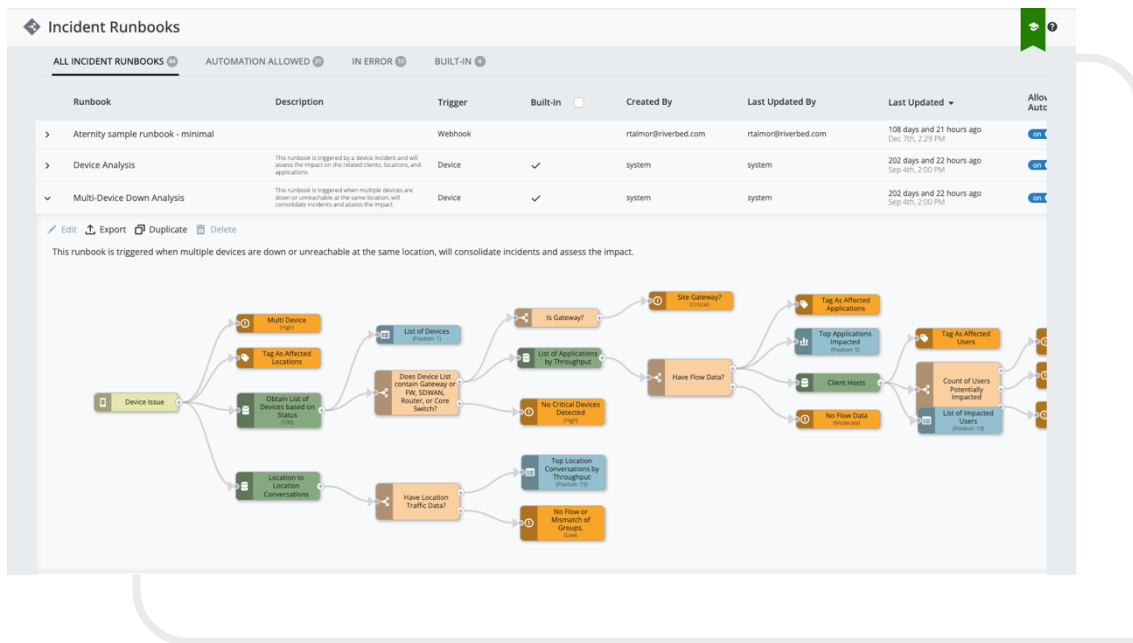


Figure 1: Riverbed provides automation of incident runbooks to ensure that core insurance services and networks are working.

Ensuring a Consistent Omni-Channel Experience

As customers become increasingly comfortable with cloud consumer technology, they expect to be able to interact with their insurance provider similarly. This could involve multiple different technologies and systems as they start a quote online, continue it over the phone with the call center, and conclude it on their mobile app. Their expectation will be that they get the same seamless frictionless experience throughout.

Insurers will also partner with companies from other industries, such as auto

manufacturers and telecoms operators, to become part of an ecosystem, offering products and services of which insurance is one component.

Riverbed monitors the digital experience at all times, on every application on every device within every channel to ensure it meets the level of service necessary to drive business, rather than hinder it.

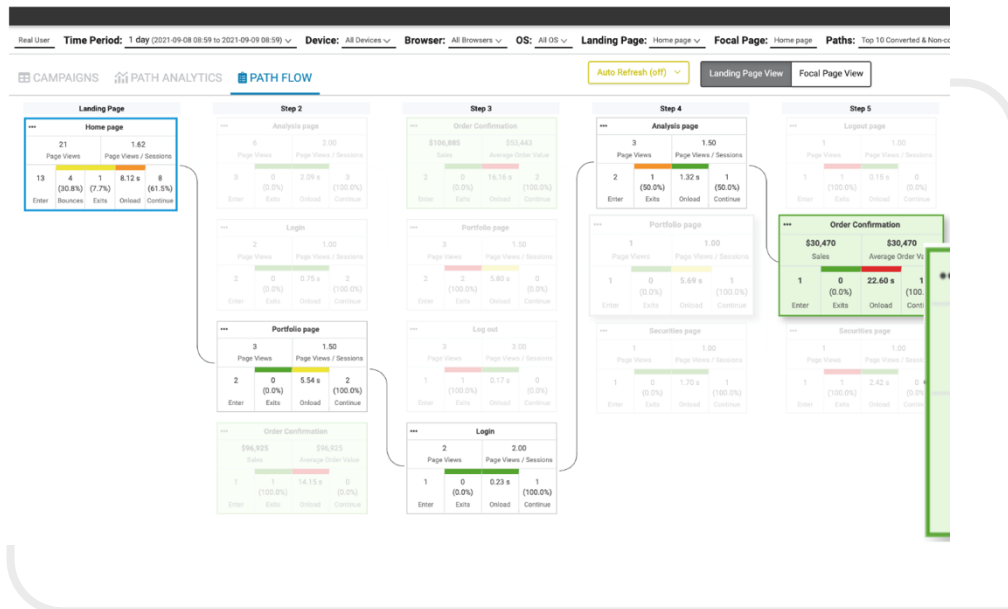


Figure 2: Ensure multi-channel user experience with the web site and with contact center employees.

Assure Security, Regulatory Compliance and Sustainability

Increasing use of cloud, SaaS, and Shadow IT together with the permanent shift to hybrid work have expanded the range of security and compliance threats.

Use Riverbed to capture and store every packet and flow for threat-hunting investigations into suspicious network behavior.

Insurance providers face a dizzying array of compliance requirements that can vary depending on location. Riverbed solutions streamline compliance and audit processes with automated orchestration to ensure all configurations are compliant by default.

With simple, historical reporting and long-term audit trails, Riverbed decreases the disruption caused by both internal and external compliance audits.

Many insurers are also focusing on reducing their environmental impact. With its ability to collect full-fidelity telemetry across the network, infrastructure, applications, and end users, Riverbed can uniquely help insurers drive a variety of sustainable initiatives that rely on data-driven decisions and accuracy.

Out-of-the-box dashboards provide actionable insights into energy consumption and carbon emissions at both the individual and company level. From changing power plan settings to informing users about avoidable energy consumption, Riverbed drives change to reduce both costs and carbon.

“The insurance world is all about information, and a significant challenge of our business is getting access to information quickly and efficiently.”

Director of Infrastructure and Operations, global insurance provider

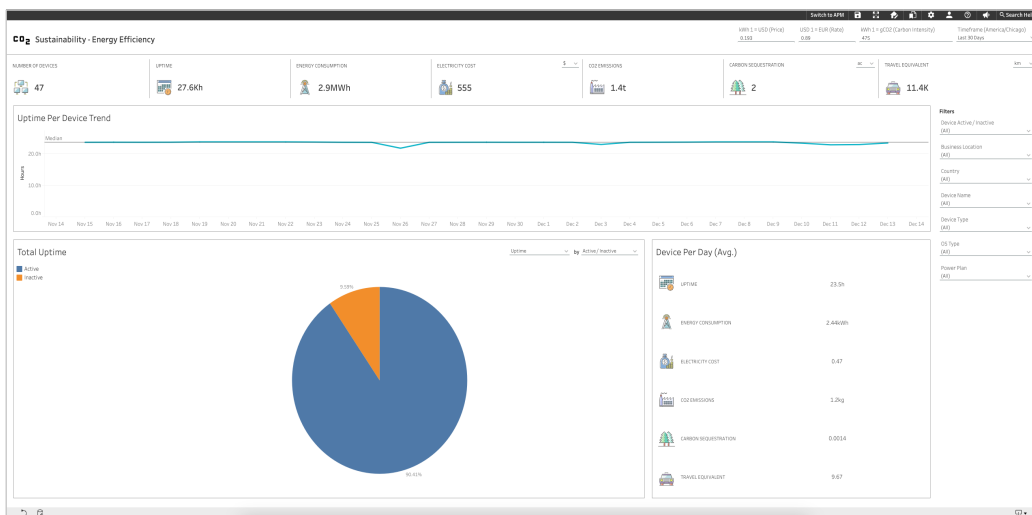


Figure 3: Out-of-the-box dashboards provide actionable insights into energy consumption and carbon emissions at both the individual and company level

Learn more

Riverbed provides unified observability that extracts the value of data by providing actionable insights and intelligent automation across complex hybrid cloud infrastructures. By capturing full-fidelity user experience, application, and network performance data, Riverbed can contextually correlate data streams and alerts to provide healthcare providers with the actionable insights they need to successfully manage their digital transformation while minimizing risk.

To support the core infrastructure that powers business critical applications, Riverbed accelerates applications and services across the digital enterprise. With [Riverbed Acceleration](#), insurers can optimize their delivery of any application, over any network, to users, anywhere.

To learn more about how Riverbed provides unified observability and accelerates performance for insurance visit : riverbed.com/solutions/financial-services



Riverbed — Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed offers two industry-leading solution areas – Alluvio by Riverbed, an innovative and differentiated Unified Observability portfolio that unifies data, insights, and actions across IT, so customers can deliver seamless digital experiences; and Riverbed Acceleration, providing fast, agile, secure acceleration of any app over any network to users, whether mobile, remote, or on-prem. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. [Learn more about unified-observability](#)