

Riverbed for Direct Insurance

Modernize insurance operations to deliver seamless experiences for employees and customers.

Changing customer expectations, innovative newcomers, and regulatory pressure are all transforming the insurance industry as we know it.

It's no longer enough for insurers to suddenly just appear at the point of sale, renewal, or claim. There needs to be a shift away from a transactional role to a relationship-based approach so that today's customers become tomorrow's loyal advocates.

At the same time, increasingly stringent regulations require insurers to have even tighter control of their finances, security, and data in order to protect customer trust. Sustainability has also become a focal point, with businesses committing to net-zero operations in the face of new industry standards. Insurers are expected to do their bit in respecting the planet and making it a better place. This is a change for society and its future – a change that inspires trust and increases relevance.

Customer loyalty, satisfaction, and attraction hinges on seamless digital interactions. To stay competitive, insurers must provide moments of trust and security time and time again – and to do so, they need to have the right systems in place to deliver superior experiences.

Modernize to Solve Key Insurance Challenges

Addressing these challenges requires insurers to have up-to-date core policy admin and claim systems, as well as finely tuned call centers. Legacy systems need to be updated, with applications enhanced to deal with core competencies such as underwriting, claims processing, and risk management. It's how the fast, accurate decisions the insurance industry relies on are made.

When everything needs to be interconnected, insurers can't rely on complex and siloed tools to manage performance. Modernization must be built on bringing together data and insights from all operations to make them work better and faster. Only then – with a unified approach – can insurers build closer customer relationships, drive loyalty, and increase revenue. That's where insurance transformation starts.

10 of the top 15 largest direct insurance companies in the world use Riverbed, with the industry using our solutions in more than 170 countries.

Reimagine Insurance Systems

For many insurers, there’s no getting away from the need to modernize from the inside out. To maintain a leading edge, they need to focus on delivering superior customers underpinned by new technologies such as AI and advanced analytics.

By improving core internal applications, insurance firms can create seamless, intuitive interactions across every channel – whether on-premises, hybrid, or cloud. Unifying telemetry from devices, applications, and networks in a single platform delivers insight and context on user experience across the entire insurance ecosystem.

With a strategic optimization that cuts costs and streamlines operations, all levels of IT staff can solve issues quicker, shortening the time to remediation while simultaneously improving employee happiness.

This empowers them to do what they do best – resulting in productivity gains across the entire business.

To achieve this, insurers are left with three choices: build a new core insurance platform themselves, refactor the existing one (by streamlining code or the system architecture), 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

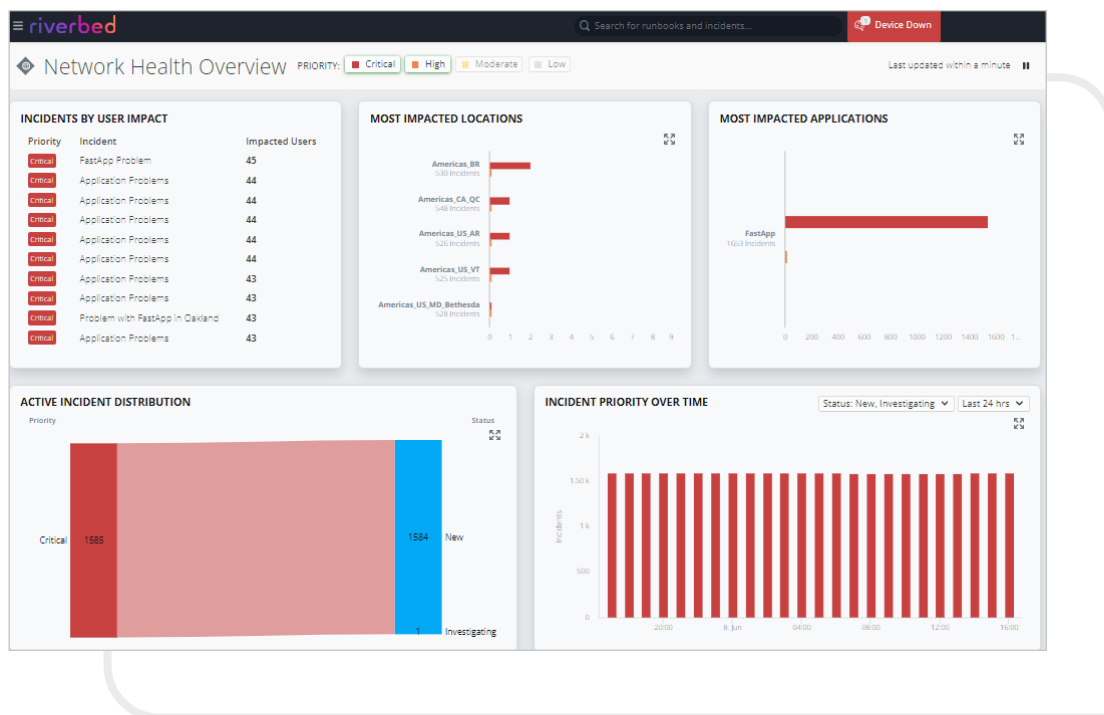


Figure 1: Prioritized insights from Unified Observability enable more effective decision making.

Build Trust by Reducing Risk and Maintaining Compliance

The increasing use of cloud and SaaS solutions, together with the permanent shift to hybrid and remote working, have expanded the range of security threats faced in insurance today. It's an industry where risk reduction is a central operational pillar, so protecting the entire IT organization from these new cyberthreats is an absolute must.

To create trust and meet heightened regulatory standards, the digital ecosystem needs to be underpinned by performance monitoring. Active metrics and analytics for change validation, safeguards for data and communications security, and simplified governance and reporting all have a part to play in creating a resilient technology foundation with data integrity.

While regulatory compliance and customer expectations are important factors in reducing risk, they are relevant in other ways too – not least sustainability.

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.

82% of insurance CEOs deem cybercrime as a pressing concern.

2023 Insurance CEO Outlook – KPMG

72% of insurance CEOs say that ESG is fully embedded into their business as a means to create value.

2024 Global Insurance Outlook – Deloitte

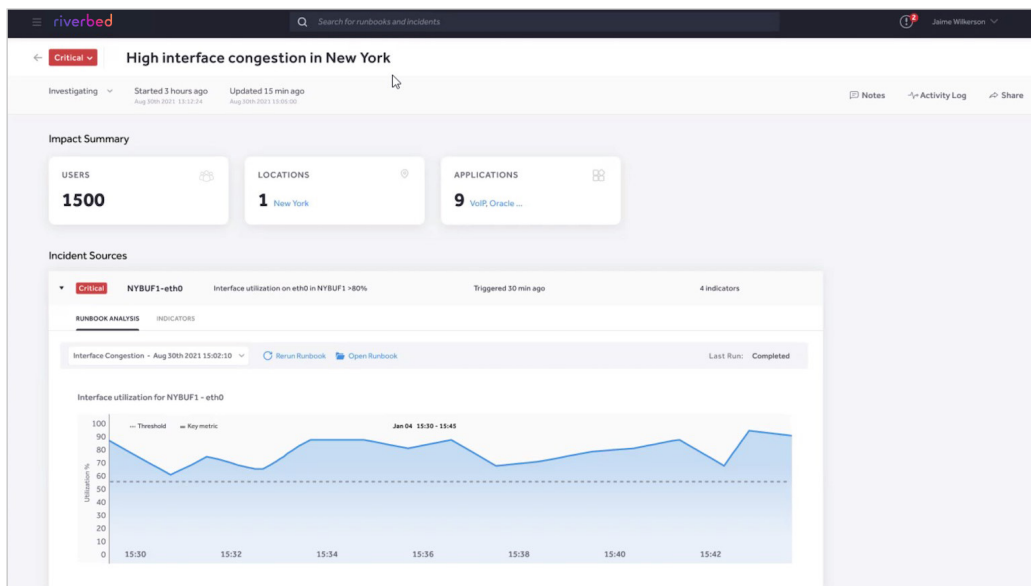


Figure 3: Out-of-the box dashboards provide actionable insights into energy consumption and carbon emissions at both the individual and bank level.

Learn More

At Riverbed, we give insurance organizations the openness, composability, and agility they need to cut through infrastructure complexity and transform for the future. Unlike other observability products, The Riverbed Platform integrates data from across the entire IT landscape and captures full stack telemetry on every single transaction across the digital ecosystem.

In fact, we're the only platform that can truly offer real end-to-end visibility. Our solutions give our customers the transparency and agility they need to deliver contextualized experiences, beat the competition, and reduce IT costs.

With SaaS-delivered AIOps, Riverbed proactively surfaces potential issues with the context needed for efficient remediation, enabling IT staff to spend more time on strategic digital transformation initiatives. Not only does this dramatically drive employee productivity and increase engagement, but it also means customers can be offered exceptional, personalized experiences that drive long-term loyalty – unlocking more sustainable profitability in the process.

To learn more about how Riverbed's Unified Observability can transform insurance operations, visit: riverbed.com/solutions/financial-services/.

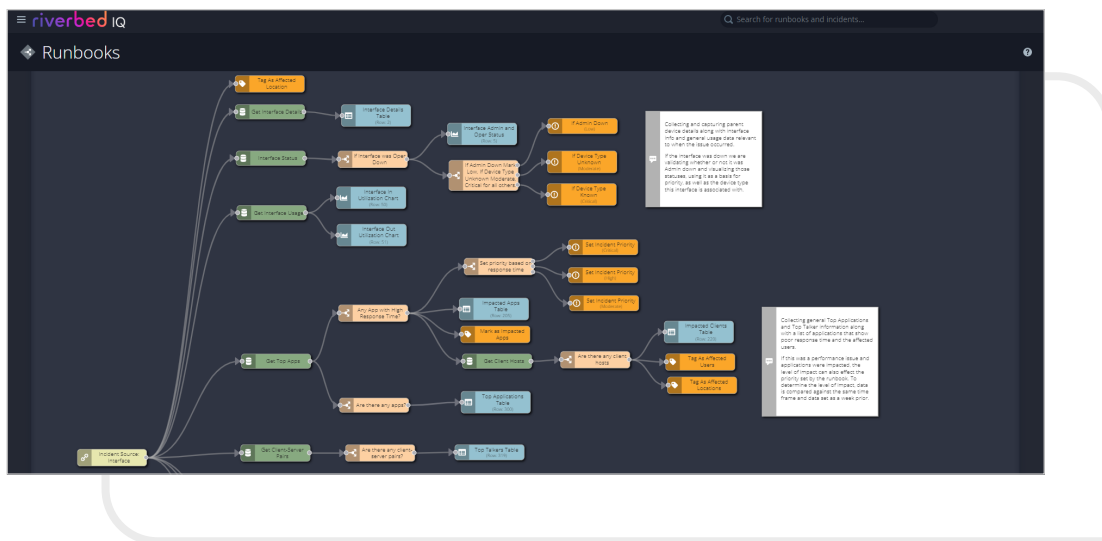


Figure 4: Riverbed IQ Runbooks.



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 provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com.