

# Insurance Leader Powers Business Growth by Modernizing Data Systems

## Case Study



## Overview

### Sharpening business intelligence

A Fortune 500 insurance company with three million customers and over two million claims was looking to enhance its operational efficiency, data governance and analytics capabilities, and customer experiences by modernizing its data management and analytics systems.

#### Zensar's brief:

- Shift from mainframe applications to Guidewire to enable better features.
- Standardize the reporting layer and leverage the Azure Cloud landscape to enhance data integration, accuracy, and scalability.

#### Beyond the brief:

Leveraging our deep data engineering know-how, we delivered a seamless solution experience and measurably reduced maintenance and support costs.



## Challenges

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### Pressing need to modernize

The client's IT ecosystem was weighed down by multiple challenges:

- **Legacy system limitations:** The existing mainframe applications did not enable the scalability, flexibility, and integration with modern technologies required to adapt to market changes and customer demands with agility and speed.
- **Data silos and inconsistencies:** It was getting increasingly difficult to capture a unified view of the business with data often dispersed across multiple, disconnected systems.
- **Cost inefficiencies:** There was pressure for substantial cost reduction and better resource management; and this was only possible by moving to the cloud, which could help cut infrastructure costs and provide scalable resources on demand.
- **Compliance and security concerns:** To ensure sensitive data is protected, it was time to consider modern platforms, including Guidewire and Azure, that offer robust security features and comply with industry standards.



## Solution

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### Driving more value from data

We started the engagement by gaining a deep understanding of the client's IT ecosystem and business priorities. Leveraging our insights, we defined these priorities:

- Ensure a smooth transition to Guidewire with minimal disruptions.
- Improve overall efficiency and data management, leveraging the new system's capabilities.
- Deliver maximum return on investment with optimal solution design and best practices.

With the clearly stated objectives, we deployed the solution with these key components:

- **Impact analysis:** We assessed how the implementation of Guidewire would affect the existing data warehouse, reporting, and analytics systems. Our focus was on understanding the changes needed to accommodate new data structures and

workflows related to claims, policies, and billing centers for multi-family housing (MFH).

- **In-depth architecture design:** We designed the Azure cloud platform architecture and the overall solution needed to support the Guidewire implementation. This includes defining how various components would interact with the goal of ensuring reliable scalability, security, and performance.
- **Solution deployment:** We integrated datasets from the existing systems with the new Guidewire system while ensuring seamless transition and continuity of operations until completion of the source system migration.

The solution enabled access to real-time data, better data availability, faster implementation of new use cases, monetization of existing data, and creation of personalized offers for customers.

## Solution enablers

- **Guidewire software** was used for its comprehensive, integrated solutions that enhance operational efficiency, customer experience, and data-driven decision-making.
- **Amazon Simple Storage Service (S3)** was used to enable high availability with its scalability, data availability, security, and performance.
- **Azure Databricks** was used to simplify big data processing and analytics and enable faster insights and collaboration.
- **Azure Data Factory** was used to create data-driven workflows in the cloud for orchestrating and automating data movement and data transformation.
- **Azure Data Lake Storage Gen2** was used to integrate seamlessly with Azure services, enhancing big data analytics and performance.
- **Power BI** was used for its powerful data visualization and business intelligence capabilities that help enable real-time insights and data-driven decision-making.



## Impact

### Energized business growth

According to internal benchmarks, these results were delivered:

- 30 percent reduction in report development efforts
- 60 percent maintenance and support cost reduction
- 250 reports rationalized due to effective consolidation

**Business outcomes:** The solution enabled the company to respond with agility to market demands and drive greater business growth with better operational efficiency, data-driven decision-making, and enhanced customer experiences.

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