appian

Appian for Insurance

Distribution management.

Traditional distribution channels have struggled to keep pace with growing demand for a better digital experience from agents and brokers as well as consumers. The need for better digital tools has only accelerated since the pandemic, and the current hard market and economic pressures are forcing insurers to take action. A recent Celent study found that 91% of carriers say improving the speed and ease of doing business for agents was their top strategic focus, followed by improving operating efficiency (68%).

Poor distribution management can result in a loss of the first-mover advantage, poor service, unreliable data, reduced quote ratio, and higher costs.

Better distribution management is a business imperative.

Insurers need a way to deliver a superior, digital-first agent/broker experience; however, today's sales and distribution leaders face a number of challenges, including the following:

- Disparate data from siloed systems, especially following M&A and from fragmented/strained core transition strategies that fell short of delivery.

- Difficulty coordinating and managing complex business processes (e.g., multiple jurisdictions, multiple lines of business, and speed of new products being created).

- Limited reporting and analytical tools, making it difficult to see information in real time.

- Greater channel proliferation, including more emphasis on embedded insurance.

Modernize insurance distribution management in weeks, not years.

With the Appian platform, insurers can achieve the following key benefits.

- **Rapidly unify disparate systems with a strong data fabric.** Break down data silos and quickly connect data from all your systems without migrating any data or writing a single line of code.

- **Gain full visibility into the agent and distribution lifecycle** with a 360-degree dashboard that tracks pipeline, activities, goals vs. actual, tasks, and events by region.

- **Unlock greater insights with data-driven dashboards** that display key performance metrics in real time and allow agents to immediately escalate areas of concern.

- **Improve mobile ease of access** with the Appian build once, run anywhere feature that lets agents and brokers collaborate more seamlessly in the field.

- **Improve risk management and compliance.** Appian enables insurers to move fast so they can quickly meet changing regulatory requirements and stay ahead of compliance deadlines.

Leaders in insurance trust Appian.

AON	AVIVA	AEGON
SSQ insurance	VERMONT MUTUAL INSURANCE GROUP	Cigna
PACIFIC LIFE	CNA	

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