



## Appian and Amazon Web Services for Insurance

The rapid rise of insurtechs and digital disruptors is transforming the insurance landscape and spawning an enterprise-wide need for change, including improved customer journeys, accelerated claims management, more efficient underwriting, and ultimately faster speed to innovate and pivot to changing market demands.

To adapt and thrive, insurance organizations must be able to quickly deploy new digital capabilities and leverage advancements like artificial intelligence (AI), robotic process automation (RPA), and intelligent document processing (IDP). Then they must scale those technologies across the enterprise while avoiding a costly “rip and replace” of their existing legacy systems.

**Appian and Amazon Web Services (AWS)** help insurers sharpen their competitive edge and bring their digital modernization strategies to life. AWS is the world’s most comprehensive and broadly adopted cloud platform. Appian, a longtime AWS Advanced Technology Partner, is certified across a number of AWS Competencies and is the only low-code platform recognized by industry analysts across three key technology segments: business process management (BPM), low-code, and case management.

Together, Appian and AWS solutions empower insurance organizations to rapidly accelerate innovation, automate workflows and processes, reduce costs, and improve the customer experience while simplifying global risk management and compliance.

### Low-code applications and orchestration over AWS cloud infrastructure.

Imagine the business impact of the following:

- Serving customers nine times faster while decreasing operational service costs by 40%—in just six months.
- Accelerating claims uptake by 80% and customer invoicing by 70%.
- Deploying a new underwriting application in just four weeks and a new claims management system in six weeks.
- Streamlining call center operations by 90%.
- Achieving a 99.7% customer satisfaction level.
- Decreasing underwriting turnarounds from two weeks to just one day.

Appian and AWS make it all possible by fast-tracking claims management, enabling more connected underwriting, improving customer service, and more.

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Better customer service starts here.

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Gain a competitive edge.

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Bringing efficiency, productivity, and innovation to life.

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## Amazon Connect and Appian Connected Claims: optimize claims management with low-code.

Built on the Appian Low-Code Platform, Appian Connected Claims offers a direct integration with Amazon Connect, making it easy to set up, configure, and manage your day-to-day claims operations to facilitate streamlined communications and a seamless customer experience. By enabling a unified customer view, claims teams can quickly view the data they need and reduce the amount of time spent toggling between screens or logging into legacy systems. This, in turn, frees up staff to focus instead on high-value tasks and building customer relationships to drive loyalty.

Furthermore, Appian applications and workflows work natively with an insurer's existing digital ecosystem and are compatible with hundreds of AWS services in key technology areas, including compute, storage, networking, database, analytics, application services, deployment, management, developer, mobile, IoT, AI, security, hybrid, enterprise applications, and more.

### Leverage the power of the world's leading cloud platform.

Deploying applications and workflows over the AWS Cloud enables insurers to extend the reach of mature core systems, maximize the investment of legacy platforms, and launch enterprise-wide transformation efforts. The Appian platform and AWS cloud support performance to unlimited users, so insurers can roll applications out globally with confidence.

As insurers move from on-premise to the cloud to increase flexibility and reduce overhead, the Appian Low-Code Platform enables swift application development and modification. It brings people, bots, data, and systems together into a single workflow—no data migration necessary.

### Seamlessly connect to a world of innovation.

With the Appian Low-Code Platform, insurance organizations can easily access and connect with hundreds of products and services on the AWS Marketplace, with a range of pre-built and industry-standard connectors available in the Appian AppMarket. Appian open APIs and out-the-box connectivity make custom integrations easy—with little to no coding required.

### 3 key features of AWS and Appian technology.

- **Low-code:** Develop natively mobile apps more than 17x faster than traditional development and reduce development costs by 50%.<sup>1</sup>
- **Automation:** Streamline and optimize inefficient, manual processes, including complex policy underwriting, claims management, agent and broker channel automation, service operations, and more.
- **Advanced integration:** Unify existing systems and bring disparate data together seamlessly on one unified platform to provide the right people with the right information at the right time.

To learn more, visit  
[appian.com/insurance](https://appian.com/insurance)

<sup>1</sup> Forrester Total Economic Impact™ of Appian study. [https://appian.com/resources/resource-center/analyst-reports/forrester-total-economic-impact-appian.html?utm\\_source=email&utm\\_medium=groove&utm\\_campaign=power-play-2021](https://appian.com/resources/resource-center/analyst-reports/forrester-total-economic-impact-appian.html?utm_source=email&utm_medium=groove&utm_campaign=power-play-2021)