

# The New Era of 'As a Service'

## Cloud Computing Transforms the Way Insurers Deploy Technology and Services

Let's face it. When it comes to adoption of leading-edge technology, insurance organizations aren't exactly what you'd call poster children for the IT industry. Too often, in-house IT staffs spend most of their time maintaining legacy processing systems and precious little on technology innovation.

However, the insurance industry's reputation as a slow adopter is changing with the emergence of cloud computing. In the span of a few short years, insurance companies have been forced to confront the cloud phenomenon. And it's all thanks to a single website—salesforce.com, with its popular cloud-based customer relationship management tools for agents and producers.

According to Rich Carreau, global chief technology officer for Financial Services at CSC, a growing number of top-tier insurance companies are now supporting their distributors on salesforce.com, and the trend is expected to expand to other insurance applications and pay-per-use business services.

*"For some companies, the move to a cloud-based, as-a-service model could be just what's needed to break through silos, transform operations and tie costs to results."*

**Rich Carreau**  
Global Chief Technology Officer for  
Financial Services  
CSC

"Cloud computing and as-a-service deployment are changing the face of financial services," said Carreau. "Organizations are finding ways to meet the demand for new technology, speed to market and ease of use—while they're easing the pressure on their internal IT personnel. With mobility and cybersecurity preoccupying in-house IT focus, as-a-service offerings provide an avenue for IT to generate revenues more efficiently."

### Streamlining New Business and Underwriting

CSC is working with insurers to move a wide range of innovative insurance applications to the cloud. For example, CSC is rolling out a host of services for agents and producers, including an electronic application that allows them to capture data more accurately at the point of sale.

"We're integrating our new business and customer

service applications with salesforce.com tools to give distributors a common front end for managing all aspects of client relationships," he said.

Another new Software as a Service (SaaS) is Mortality Assessment Technology, a predictive analytics tool offered by CSC and BioSignia that helps life insurers accurately assess mortality risk and electronically identify preferred risk opportunities to help boost profitability. In other words, insurers can streamline the underwriting process and make more precise decisions with virtually no up-front investment in new resources, software licenses and hardware.

### Rapidly Rolling Out New Lines of Business

This new business model is even changing the way services are delivered. With Business Process as a Service (BPaaS), insurers get access to virtually unlimited resources on an as-needed basis. This can be a major benefit for the rollout of a new line of business or coverage area.

With CSC's Workers' Compensation as a Service, for example, carriers leverage pre-built templates and a Web-based console to quickly configure the product for a new state. On the back end, CSC's business process services employees handle processing, customer service, compliance—whatever services the company doesn't want to retain in-house.

### Transforming Infrastructure

One CSC client, which is one of the world's largest insurance companies, has embarked on a program to consolidate its data centers under an enterprise-wide cloud-based infrastructure that delivers Infrastructure as a Service (IaaS) to the company's diverse stakeholders.

The cloud-based infrastructure dramatically reduced the number of data center locations and enabled the company to provide one worldwide IT resource pool to support multiple business units. The introduction of a service catalog enabled the rapid provisioning, modification and decommissioning of capacity—cutting the time needed to deliver new capacity and modify existing capacity in half.

"For some companies, the move to a cloud-based, as-a-service model could be just what's needed to break through silos, transform operations and tie costs to results," Carreau said.



**CSC**

Learn more at  
[www.csc.com/fscloud](http://www.csc.com/fscloud)