Transforming the Insurance Industry with Liferay Digital Experience Platform

Liferay

Digital Disruption in the Insurance Industry

Digital advancements are fundamentally changing how businesses across all industries operate and serve their customers and the insurance industry is no exception. In fact, the greatest impact of disruption is likely to be felt within the insurance sector. Increasing digitalization is forcing industry-wide change; strategically becoming a digital-first organization will help ensure the survival of your business.

Common Industry Pain Points

Slow adoption of modern business processes for agents, employees and customers

Risks associated with new technologies and processes

Overwhelming amount of legacy systems and non-integrated technologies

Industry disruption from large insurers and InsurTech startups

How does Liferay DXP Support the Transformation of the Insurance Sector?

Liferay Digital Experience Platform (DXP) makes it easy to jumpstart the digitalization of your organization without risk to your everyday business processes. Take advantage of this open source, flexible and enterprise-ready platform to build modern personalized solutions that will help your business stay competitive. The benefits of using Liferay DXP are:

1. **Personalized and Intuitive Digital Experiences**

    The success of your business rests on the health of your customer and agent relationships. Enhancing both are necessary for modern-day profitability. Deliver superior and more convenient experiences quickly for your users that will set you apart from your competition with customer and agent portals built on Liferay DXP.

Customers want self-service capabilities. This not only empowers customers to be in control of their insurance plan but also saves the company resources with paperless statements and lower call center costs. Leverage features such as personalized dashboards, powerful form builders and robust data protection to provide streamlined interfaces for users to perform daily activities.

Additionally, use the platform to build an engaging agent portal that enables field agents to work more effectively by streamlining processes and communication for an effective digital partnership. Ensure their success with granular user roles, collaboration tools and a full-featured digital asset management system so they can sell more policies and serve your insured better.

2. **Unifying Existing and New Technologies**

   Transformation may be slow due to fear of new technologies and processes disrupting the existing business and incompatibility of existing systems with newer technologies. However, our insurance solutions integrate with your existing legacy systems and critical applications that run your business everyday so that you don't have to worry about disrupting your business while you digitize. Rely on Liferay DXP's development workplace, OSGi and development standards and comprehensive digital toolset to bridge the gap between old and new.

3. **Flexible for Future Innovation**

   Anticipate that the industry will continue to change due to future innovations in InsurTech, IoT and telematics. Liferay DXP is a flexible solution that can easily change and grow alongside your evolving business needs so that you can stay competitive as the industry continues to evolve. Take advantage of Liferay DXP's back-end architecture to use flexible APIs to account for custom requirements.

Liferay DXP Features

Liferay DXP ships with a core set of services out of the box to provide insurance organizations with immediate ROI:

⊙	Content Targeting	📁	Document and Media Library
💬	Forums	🔍	Search Applications
📱	Mobile Responsive Design	🗔	Integrations
🛡	Personalization	📋	Data Protection
▦	Workflow Engine	⇄	High Availability and Scalability
📰	Web Content Management	🖥	Single Sign On
🗂	Categories and Tags	👤	Role-based Permissions

Due to the flexibility of the platform, strong open source community and excellent customer support, Liferay has been recognized as a Leader in the Gartner® Magic Quadrant for Digital Experience Platforms. Download the full report at liferay.com/company/gartner/magic-quadrant-digital-experience-platforms.

Prepare Your Company for Digital Advances with Liferay DXP

As a global company with over 23 offices around the world and a presence in more than 40 countries through its partner network, Liferay has been empowering insurance companies to create future-proof solutions that create personalized and convenient digital experiences for customers, employees and agents. Read how companies like West Bend and Britam are leveraging Liferay DXP to solve their unique business problems in our e-book here.

Liferay

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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