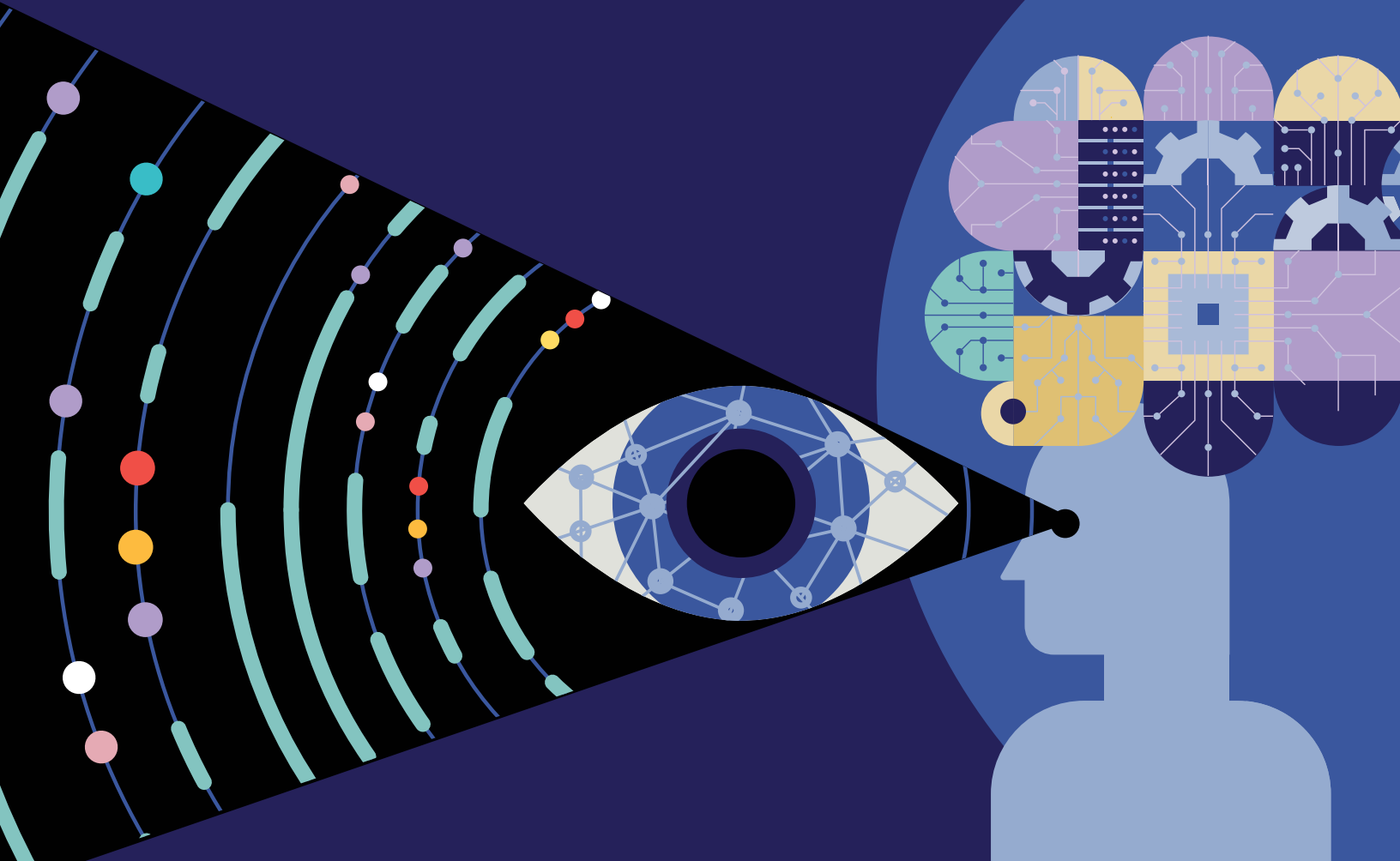


**zensar**

An **RPG** Company

# Zensar's Guidewire services

Fueling the adoption of Guidewire



# Introduction

Step into the future of insurance with Zensar's gen AI-enabled Guidewire adoption services. In an industry where business agility, customer experience, and cutting-edge technology are paramount, we at Zensar lead the way with our experience-led everything approach to ensure that your business not only keeps pace with industry advancements but sets new benchmarks in efficiency, customer satisfaction, and market reach.

Leveraging AI, data, and cloud capabilities with our deep P&C insurance domain engagement strategies

Zensar is a Guidewire PartnerConnect™ Consulting partner backed by a team of 2,000+ insurance practitioners and 500+ Guidewire experts. We offer the complete suite of services for Guidewire InsurancePlatform™ for P&C insurers ranging across implementation, testing, automation, digital experience, cloud, managed services, migration, and upgrades.



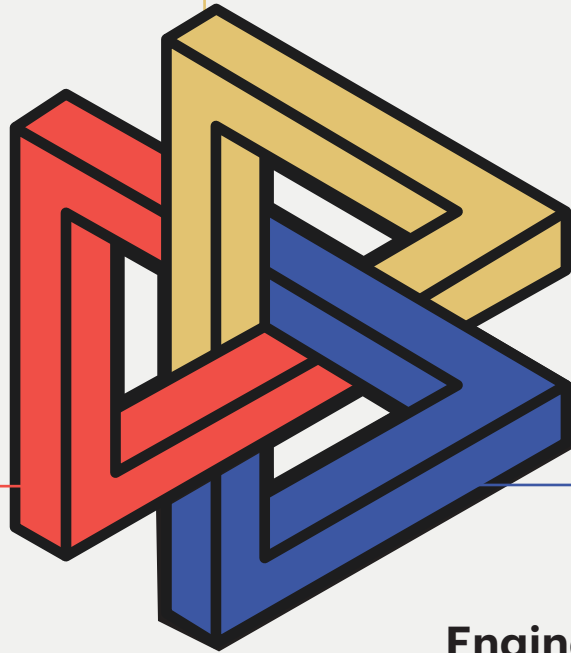
ZENSAR IS RECOGNIZED AS A LEADER AND STAR PERFORMER IN EVEREST GROUP'S GUIDEWIRE SERVICES PEAK MATRIX® ASSESSMENT 2024



# Zensar's experience-led everything approach

## Experience

- World-class experience for insured, underwriters, claim handlers, agents, brokers, third-party vendors
- Digital portal and virtual office for all stakeholders
- Guidewire's digital experience product adoption
- Martech capabilities

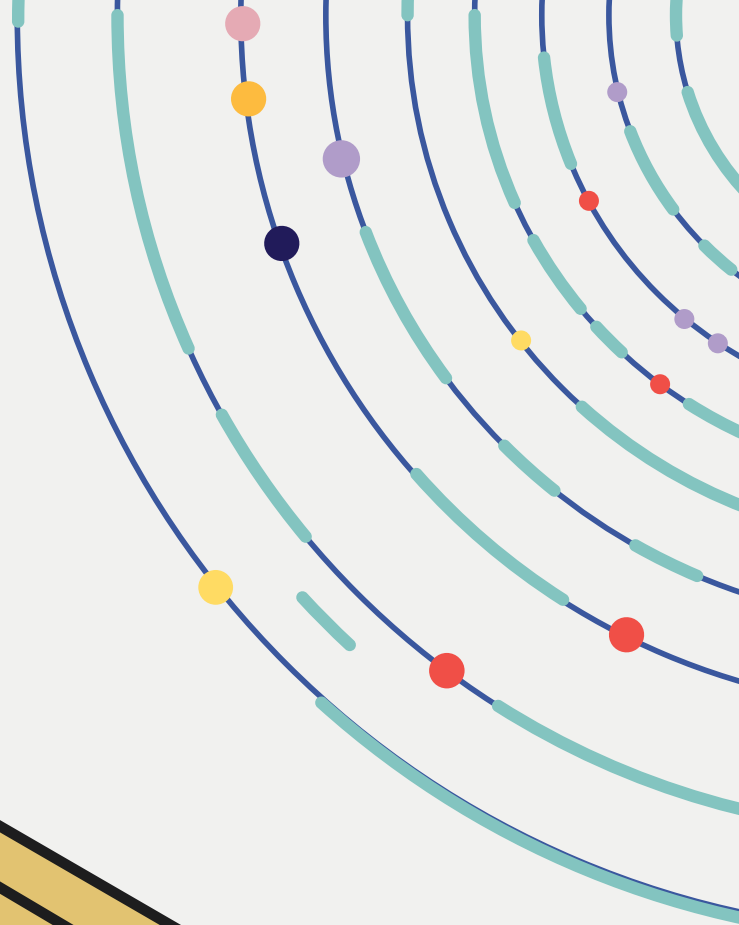


## Engagement

- Product strategy and design
- Policyholder research and customer-centric solutions
- End-to-end customer journey mapping
- Holistic Guidewire-led engagement with insured, agents, brokers, and third-party vendors

## Engineering

- Robust, scalable Guidewire-led core transformation, Guidewire cloud migration, and upgrades
- Leveraging gen AI, data engg., and analytics embedded with Guidewire
- Guidewire Marketplace solutions
- Institutionalized P&C insurance domain-led Guidewire solution groups
- InsureTech ecosystem integration



# Zensar's Guidewire accelerators to catapult insurers into a digital-first future

## 1. Guidewire cloud adoption:

- **New implementation:** We offer comprehensive solutions for new Guidewire cloud deployments, tailored to meet your unique requirements. (Gen AI-enabled automation of quality engineering)
- **Cloud transition (leveraging gen AI):** Seamlessly migrate your existing systems to the cloud, ensuring efficiency, accuracy, and minimal disruption. (mention engineering buddy)
- **Application maintenance services (AMS):** Continuous support and optimization of your cloud-based applications, ensuring peak performance.
- **Ecosystem integration:** In partnership with leading InsurTechs such as GhostDraft, we enhance your Guidewire Cloud experience with robust document automation and management solutions.

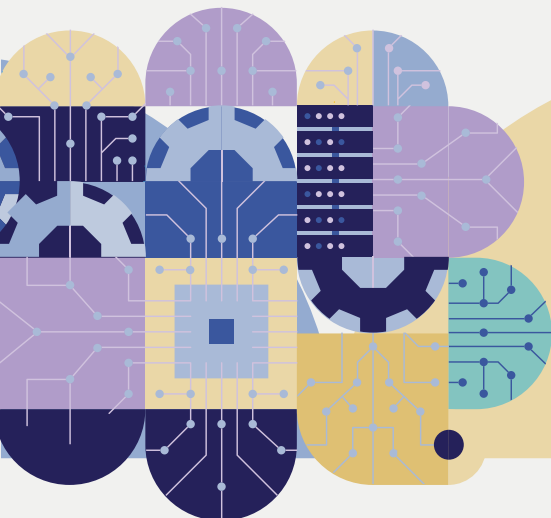
2. **Analytics solutions:** We focus on transforming insurance organizations into data-driven entities through data platform modernization. Post-cloud transformation, data becomes the next critical step in driving business agility. Our analytics solutions integrate seamlessly with Guidewire systems, enabling comprehensive data analysis, creating feedback loops, and building company-specific intelligence. We combine your internal data with external datasets to provide actionable insights and drive innovation.

3. **Leverage emerging technology:** Our approach to emerging technologies focuses on key business use cases such as underwriting and claims. By integrating advanced AI solutions, we deliver targeted, efficient, and intelligent services that address specific industry challenges and opportunities.

4. **Insurance martech capabilities:** We enhance customer engagement through digital portals on CustomerEngage and efficient agent self-service via ProducerEngage. We work with insurers to boost visibility with personalized digital marketing and streamline operations by upgrading Guidewire systems. This approach expands market reach, eliminates production defects, and improves self-serve and agent experiences, enhancing overall satisfaction and operational reliability.

## Accelerating Guidewire adoption via Guidewire Marketplace

In today's dynamic insurance landscape, business agility is crucial. We empower insurers with the flexibility and responsiveness needed to thrive. Our unique strength in martech capabilities and our Guidewire Marketplace content creation capability sets us apart. With over 25 Guidewire-specific tools, we complement marketplace accelerators and recommend innovative solutions tailored to your specific needs.



# We proudly celebrate our clients' successes

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Two decades of business transformation, tech modernization, and TCO optimization for a global provider of risk management products and services

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Successfully migrated Renters Direct to Consumer line to Guidewire Cloud and leveraged a complete set of cloud capabilities, including digital and data platform.

**Key business benefit:** 30 percent faster client onboarding.

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Guidewire-led core modernization, experience services, and digital marketing for a multi-specialty insurer in the US

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Built digital portal on top of OTB CustomerEngage (customers to buy the policies from the ad link directly) and agent virtual office on top of ProducerEngage (agents to do self-service). Also assisted in personalizing ads to adapt to the needs of customers/prospects and highlight agents.

**Key business benefit:** increased demand and reach to new markets.

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Guidewire-led core modernization, enhancing CX and diversifying business growth for a US-based Church insurer

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Implemented risk propensity-based scorecard for straight-through processing, and Guidewire Digital Portal supporting submission, policy change, renewal, and cancellation transactions leveraging our testing and automation accelerators.

**Key business benefit:** 25 percent reduction in administration time by automating claims adjustment and payroll.

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Guidewire full suite implementation and cloud transition for a wind and hail coverage provider in the US

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Migrated Guidewire PolicyCenter v9, BillingCenter v9, ClaimCenter v8, DataHub, and InfoCenter to the cloud. Re-implemented digital ProducerEngage and CustomerEngage, integrating external data feeds for enhanced functionality.

**Key business benefit:** streamlined system, cost-control, and easier maintenance.

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### Guidewire-led transformation for a South African insurance company

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We structured products for the South African market, onboarded travel insurance consultants, transitioned clients to modern core systems, and achieved Guidewire's first implementation in South Africa. We also provided advisory services, assisted in AWS integration, and launched the South Africa Graduate Training and Internship Program for community empowerment.

**Key business benefit:** repetitive and routine call volumes resolved at first call.

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### Domain-led architecture – established a captive architecture group in India for a UK car insurance company

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Collaborated within BAU/warranty for PolicyCenter and ClaimCenter, focusing on renewals, underwriting, and integrations. Conducted due diligence and KT sessions for D365. Extended the client's enterprise architecture team, covering data, application, integration, and security architecture, ensuring comprehensive system enhancement.

**Key business benefit:** improved SLA of production defects/incidents.



# Why choose Zensar?

- **Guidewire and insurance services expertise:** Recognized as a “Leader” in Guidewire Peak Matrix Assessment 2024 by Everest Group, we offer an experienced and responsive team that is well-versed in Guidewire applications. Former Guidewire leaders comprise our Guidewire practice, and 25 percent of our workers are former Guidewire personnel.
- **Rich implementation experience:** Proven track record in managing large-scale implementations and aligning partnerships for success. Our Guidewire-certified professionals have led 145 Guidewire engagements, including assisting over ten carriers with the Guidewire Cloud Platform.
- **Continuous talent development:** Guidewire training and lab for ongoing skill enhancement, maintaining a deployable pool of experts.
- **Executive commitment:** Direct access to senior leadership, ensuring strategic alignment and support at the highest levels.

## Zensar Guidewire Partner Connect Specializations Awarded





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## About Zensar

Zensar stands out as a premier technology consulting and services company, championing an “experience-led everything” philosophy. Our core principle is simple yet powerful: we take charge of our clients’ success and place them at the heart of everything we do.

We are dedicated to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences that help our clients thrive.

While technology is crucial for transformation, we believe that true success is about investing in the experiences of our clients and employees, and this belief shapes our thinking, solutions, and culture.

**145+ global clients | 70+ CX score (industry top quartile) | \$592 Mn FY24 revenue | 10,300+ employees | 30+ locations worldwide**