

The background features a dark blue gradient with a 3D maze structure. From the maze, numerous colorful, glowing lines in shades of blue, purple, and green emerge, curving and flowing across the right side of the image. The SAPIENS logo is positioned in the top left corner.

SAPIENS

Managing the Complexity of Multi-Country Insurance

What if..

- ...you had 100% visibility of the performance of your insurance business across countries, brands and business units in near real-time?
- ...you could standardise and simplify insurance product development and share successes across your company?
- ...you could provide your company with a unified core system and reduce the legacy estate with all the cost benefits this would provide?
- ...you can finally retire legacy and provide your business with the modern, microservice and multi-language cloud-delivered core that will power your next phase of growth?

The case for digitisation in the insurance industry is one which is well-known and much publicised, both for the substantial benefits it offers, and for the multiple challenges inherent in such transformation projects. In addition to these benefits and challenges, multi-country insurers with business operations in several countries face a unique set of additional opportunities and challenges. As well as product and channel diversification, geographic expansion is a natural business growth path which many of the world's leading insurers have travelled down creating businesses that are complex, multi-line organisations with in-country operations quite diverse from each other. It is this complexity and diversity that presents hurdles to such organisations both in realising the full benefit of their scale, and in modernising.

Product and channel
diversification

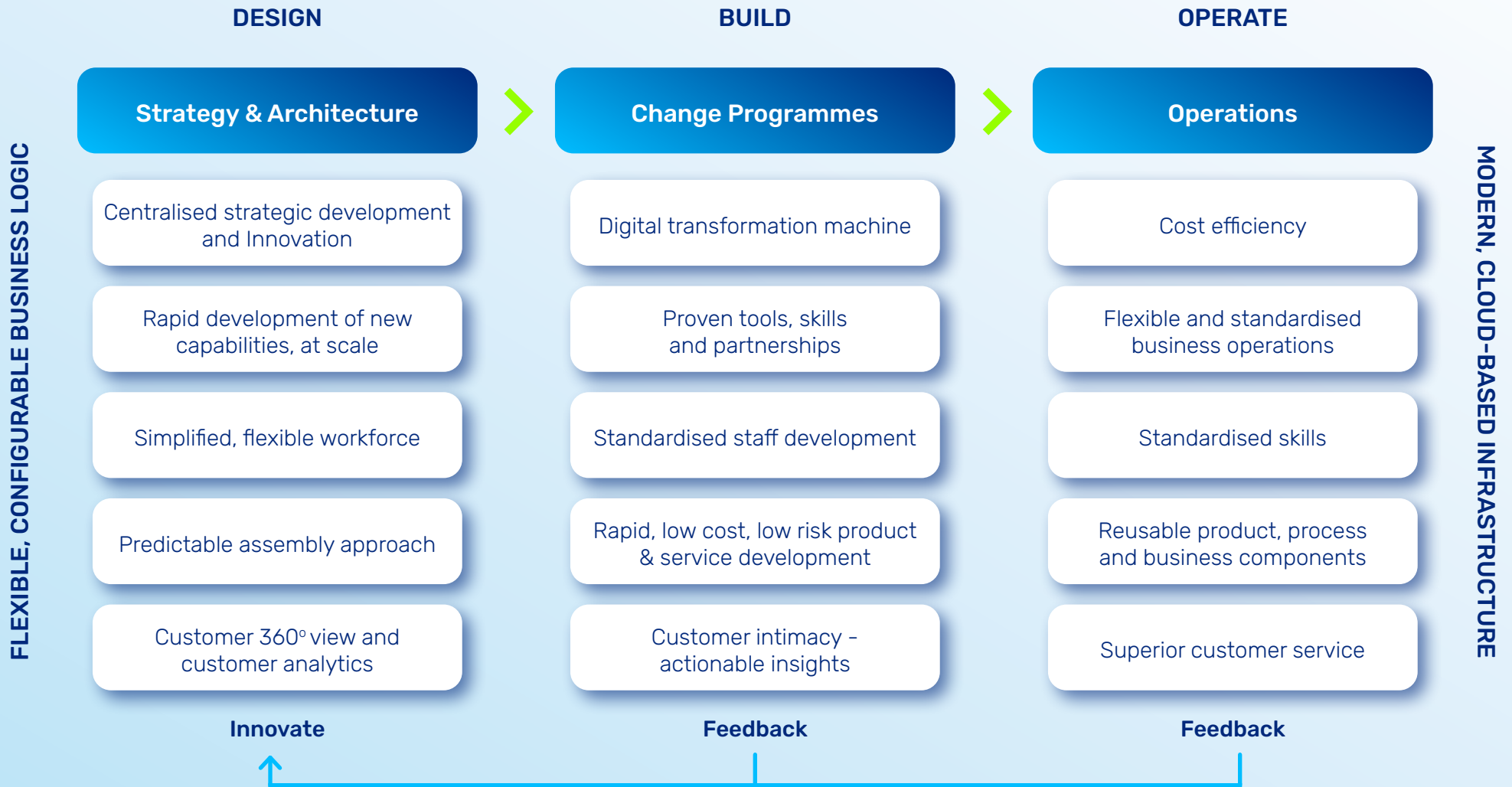


Geographic
expansion



**Natural business
growth path**

Re-platforming is an intense process that can last years and suffer from personnel and environmental changes along the way. Even though insurers are aware of the need to digitise, there remain adoption challenges including implementation, data, migration, co-existence and simply, the desire to change. Standardising on a single platform and consolidating internationally adds the need for a repeatable, reusable multi-country core, to accelerate digitisation, as well as the management experience, change management capability and technical tools to drive simplification the face of complexity.



According to a [PwC report](#) on accelerating the digital transformation, **“The greatest hurdle for an insurer on its way to become a digital organisation is change management. Companies must make structural changes to secure the sustainable impact of their new technologies and upskill their workforce, often by closing digital skill gaps through collaborations with tech firms.”** A multi-country organisation also needs to deal with the organisational and political issues multiplied by their geographic diversification, adding local practices, multi-currency, multi-language, multiple legal and compliance jurisdictions to the list of challenges.

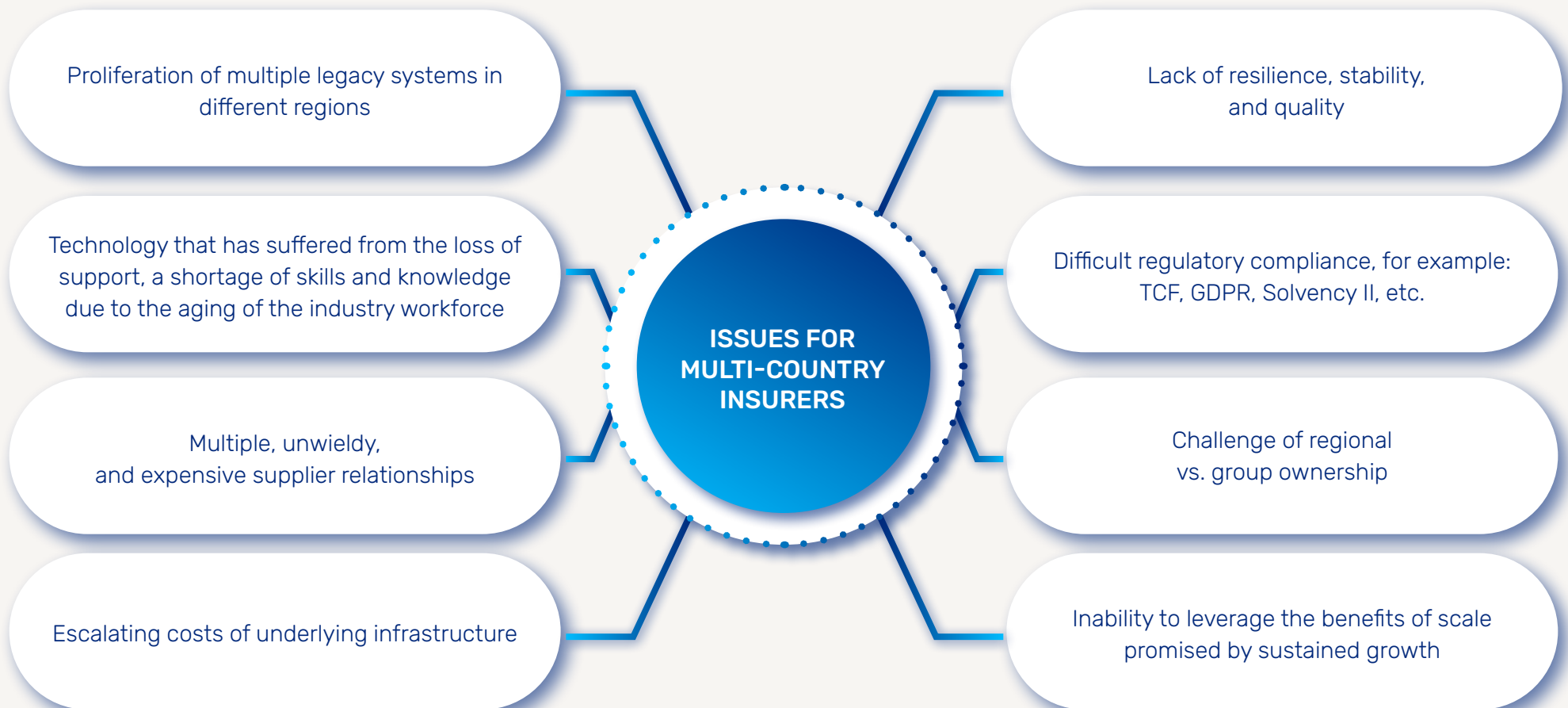


However, with the rate of development of technology and delivery models, in today’s global digital market multi-country insurers need now, more than ever, to accelerate the digitisation and consolidation of their insurance administration systems. This is particularly true of the development of cloud-based hosting and management, where the speed of advancement is creating a knowledge and capability gap between those adopting cloud technology and industry laggards that is becoming increasingly difficult to bridge. It is widely accepted that the insurance industry has lagged behind others, like banking, when it comes to digital transformation. Though insurers have already taken major steps towards digitising their business models and the way they engage with customers, there is still much to be done. One of the main challenges for insurers has been the complexity of their business models, which adds to the complexities of deploying and using the technologies themselves.

In fact, research done by Sapiens highlights a reality that the insurance industry has failed to harness the last 10 years of technological advances! Sapiens’ Director of Product & Strategy, Graham Gordon says **“It’s 2024. We have the technology toolkit and tech-stack to enable change. We’ve a lead from what digitalisation of multi-country banking has achieved - the only thing is missing is our ambition.”**

What if it were possible to standardise on a single platform – a modern, digital platform, supporting multiple lines of business, capable of travelling across the world and delivering in-country core administration with minimal variations in the code base? The potential is clearly known and understood but history is littered with attempts to deliver such transformations that have ended in failure – recently illustrated by Allianz’s failed attempt to “play a role as a software provider.” and invent their own solution. According to an [article in World Today News](#), Allianz **“gave up the project of offering its own Allianz system (ABS) software to other insurers.”** The article added **“The initiative was not well received in the insurance market.”** It is best to opt for insurance software companies that have years of experience in migrating legacy systems and innovating digital solutions internationally.

What are the key issues for multi-country insurers?



How can multi-country insurers meet these challenges and accelerate transformation?

The first step for any insurance organisation is to define a clear transformation strategy with defined objectives and goals. Multi-country insurers should look for a standardised platform based upon global best practices. The platform should have comprehensive functionality, centralised delivery to efficiently manage skills and processes, a proven track record in multi-country roll-out and of course, cloud-first, open architecture to participate in extended digital ecosystems.

With a multi-award-winning solution like Sapiens ('Luminary' status with Celent, and the only leader in both L&P and P&C in Gartner's magic quadrant), proven time and time again to travel well, having entered 30 countries and supported by 10 delivery centres of excellence globally, no matter where your company is located, there is no need to rebuild a new system each time a new country is opened, or new business acquired. This is the advantage of an out-of-the-box solution purpose-built for multi-country insurers that lowers the cost of acquisitions, standardises and accelerates speed to market. A tier-one European insurance company projected that they would **save up to 30% on run rate operating costs when using a single multi-country platform to serve multiple countries.**

Standardised
platforms

Comprehensive
functionality

Centralised
delivery

Cloud first, open
digital architecture

Based upon global
best practice

P&C and L&P, new
business, claims and
policy administration

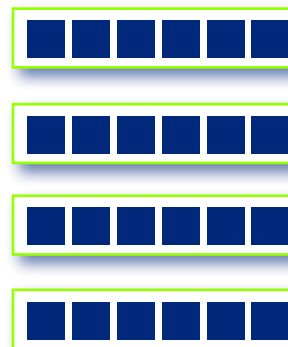
To efficiently manage
skills, processes and
technologies

To participate in
extended digital
ecosystems

CURRENT STATE



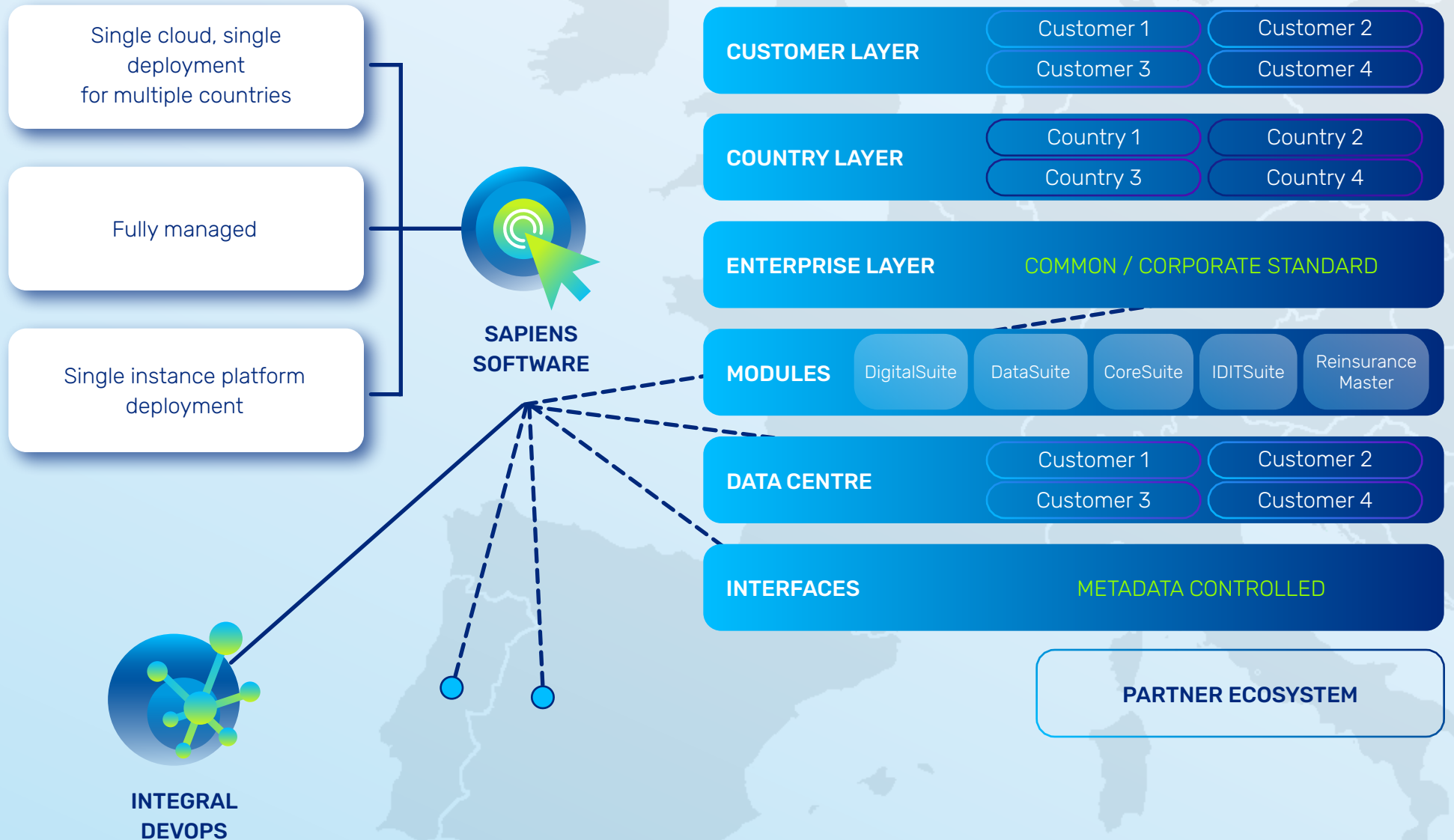
TARGET STATE



BENEFIT

30%
Run Rate
Savings on Running Cost

Different country regulations can also mean that regional operations are wary of transformation, and one-size-fits-all solutions. With a cloud-first, digital-led solution, that is configurable to support any differences and architected to support a multi-dimensional business, one system can successfully support a multi-country insurer business requirements across countries. Of course, much of the regulatory change over the past decade has been EU or multi-country.



AI is now a buzzword across insurance companies. It makes sense to explore emerging technologies like artificial intelligence and machine learning for automation and LLMs (large language models) like Chat GPT for customer interactions. AI helps insurers achieve a customer-centric approach that can enhance the customer experience by using digital channels for customer interactions. Services can be personalised based on customer preferences and behaviours gleaned from the vast amount of data collected by insurers, enabled by the cloud. The resultant innovation can be shared more rapidly with converged systems – and organisationally, the ability to centralise innovation optimises both speed and quality, whilst also reducing cost.

Insurtech has become the new frontier for insurance applications. This is why it is incumbent upon multi-country insurers to form strategic partnerships with technology vendors and insurtech companies. According to a KPMG report, **“Insurtech has triggered innovations throughout the insurance industry. ... Insurtech is becoming the major growth driver for industrial innovation. As a result of insurtech, new applications in various business processes—from pricing and underwriting to distribution and claims—have flourished,”**. To grow and meet business goals, insurers must take advantage of an ecosystem of partners with insurtech companies.

By combining these strategies, multi-country insurers can accelerate the transformation of their administration systems, consolidate, standardise, and position themselves for success in a rapidly changing industry.

How can addressing these key issues improve operations in the business?

- Customer service and customer value can be improved through 360° customer view and analytics with data for actionable insights gleaned across a far greater database – i.e. the Group – not just individual country operations
- High cost of operations due to different and varied systems can be reduced by standardisation and by having some centralised functions
- Challenges to acquisitive organisations can be overcome with a predictable assembly approach, flexible and configurable business logic along with standardised business operating model
- Change and innovation can be delivered more quickly and reliably with a repeatable transformation process and a reduced cost of personnel through a simplified and flexible workforce
- Ability to rapidly develop new capabilities and products at scale with reusable products, processes and business components across country boundaries
- With a standardised operating model supported by a multi-country system, compliance with regulatory change is simplified, accelerated and lower cost to implement

“What If” is no longer the question. With Sapiens multi-country digital insurance platform and implementation experience, it’s now “Why not?”.

A sample of Sapiens recent multi-country implementation experience:

1

With 100 years of experience in the Lloyds market this prestigious insurer has expanded its retail business across Europe, the U.S. and Asia. Having implemented Sapiens in the U.K. the business is well into its roll out across Europe, with Germany and France live and a plan for seven countries overall. The programme is replacing local legacy systems with a single, cloud-based, multi-country core, with increased profitability, adaptability and scalability as the prize.

2

A fast-growing bank assurance business was outgrowing its home-built systems – with a single implementation of Sapiens Platform in a fully managed service on Azure, they are now able to support over ten million policies from their business spanning fourteen European countries and are now well positioned to take the next step in transforming their operating model, driving out efficiency, scalability and diversification opportunities.

3

A top 10 specialty insurer is rolling out Sapiens’ multinational platform as a single instance of the Sapiens Insurance Platform across France, Netherlands and Belgium. The platform includes policy, billing, claims and reinsurance, along with elements of Sapiens Ecosystem, all delivered in the Sapiens Cloud. The business expects significant gains in simplicity and consistency across markets. Cost savings will be achieved through retiring many outdated legacy applications and reducing reliance on complex onsite IT systems.

4

With a history of acquisition in the offshore wealth management industry, and a need for the consolidation of multiple legacy platforms, comprising over £20 billion in assets under management, the complexity of its global business operations necessitated a truly multi-country, multi-currency and multi-brand administration platform. Transitioning to cloud and a digital operating model has become possible with Sapiens digital platform.

5

A large global insurer chose to implement Sapiens to automate their reinsurance management for the entire organization. During a phased implementation they have successfully automated their reinsurance business and accounting processes, ensuring accuracy of reinsurance premium and claims allocation, superior credit control, integration with accounting and improved operational efficiencies. They are now live in over 20 countries, intending to implement the rest of their global reinsurance business onto Sapiens.



Sapiens Insurance Platform

A future-proof, AI-based, open and integrated insurance platform, which accelerates innovation, delivers sustained value and empowers insurers to grow, differentiate, and stay ahead. [Learn More >>](#)

About Sapiens

Sapiens International Corporation (NASDAQ and TASE: SPNS) is a global leader in intelligent insurance software solutions. With Sapiens' robust platform, customer-driven partnerships, and rich ecosystem, insurers are empowered to future-proof their organizations with operational excellence in a rapidly changing marketplace. We help insurers harness the power of AI and advanced automation to support core solutions for property and casualty, workers' compensation, and life insurance, including reinsurance, financial & compliance, data & analytics, digital, and decision management. Sapiens boasts a longtime global presence, serving over 600 customers in more than 30 countries with its innovative SaaS offerings. Recognized by industry experts and selected for the Microsoft Top 100 Partner program, Sapiens is committed to partnering with our customers for their entire transformation journey and is continuously innovating to ensure their success.

For more information visit sapiens.com or follow us on [LinkedIn](#).

[CONTACT US](#)

