

# Secure your place in the digital-first insurance race

Treat hybrid cloud as your insurance policy for meeting changing customer demands and delivering superior experiences.



Customer needs shift constantly, and insurers like you must be able to adapt. Luckily, digital transformation boosts your agility. For example, agents can now fill out client application forms and share them securely with underwriters in a matter of clicks. How times have changed – and will only keep changing.

Many insurers use technology and the data generated from digital interactions to create seamless, personalized customer experiences. And cloud is a particularly effective tool for making the most of the data you have available. Are you using it to your advantage?

# 38%

Insurers who plan to expand cloud adoption this year

SOURCE

## Top 4 advantages of digital transformation in the insurance sector:



- 1**

Critical business insights gained via predictive analytics allow for faster business decisions in real time.
- 2**

Better management of resources, reduced cost, and shorter timelines in business operations.
- 3**

More efficient claims processing and more proficient underwriting.
- 4**

Fewer complaints, along with enhanced customer experience and relationships.

SOURCE

# 30%

Increase in customer retention for insurers who successfully adopt public cloud

SOURCE

## The cloud is calling

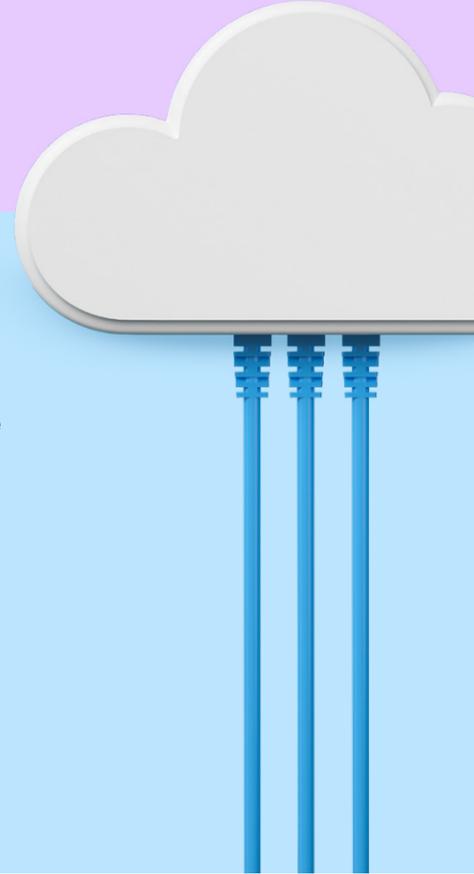
Providing seamless digital customer experiences means having your IT affairs in order. Start by examining the systems, processes, and infrastructure you have in place, before prioritizing the elements that should be migrated to the cloud.

This process will help you determine the appropriate investment figure, schedule optimal fund disbursement, and build a digital environment that serves present needs while scaling for the future.

# 84%

Insurers that identify ecosystems as an essential part of their strategies

SOURCE



## Rest assured; we get insurance

Adopting hybrid cloud isn't easy, and it pays to have the right support in place. Fortunately, NetApp has deep experience in helping insurance companies transition to cloud. Here are some reasons to consider working with us.

- Partner with a hybrid cloud leader**

We're the first and only storage environment that's truly enabled for hybrid cloud. We offer natively integrated solutions into AWS, Azure, and GCP, meaning we can provide total compatibility and interoperability between your on premises and cloud. Because of this, you'll enjoy the simplest hybrid multi-cloud experience, where workloads can be easily moved and used in the cloud with a common approach.
- Accelerate transformation**

We provide you with a flexible, secure hybrid cloud environment, including a unified control plane, consumption flexibility, and a solid data management strategy. This gives you the visibility and freedom to manage your applications and data however and wherever you want. By leveraging these solutions, you'll be able to accelerate digital transformation so you can innovate and meet evolving customer demands with ease.
- Connect your business**

We can unify your entire data ecosystem by breaking down barriers between applications and departments. By building a data fabric that's consistent and connected, you're able to instantly deliver the right data to the right people anytime, anywhere. This helps you create seamless, agile experiences that see you serve your customers better, faster, and more efficiently.

Could your digital transformation use a little more momentum?

**Talk to our team**