

BROCHURE

# Application modernization? It's a must.

Giving customers what they want  
relies on insurers eliminating  
inefficiencies caused by their  
legacy applications.





## Up your application game

Consumers today are technology obsessed, relying heavily on it to complete many of their everyday tasks. As a result, insurers can't afford to avoid technology when looking to adopt a genuinely customer-centric approach.

Many insurers are working to build applications, websites, and AI that can quickly and effectively meet customers' needs. They're also looking to introduce user-friendly technology that adapts to shifting demands and elevates the customer journey. To do all this successfully, they must first bring legacy applications up to speed and simplify the development and deployment of new ones.

## 80%

Modern insurance buyers that say brand experiences are as critical as the products

Source: [Salesforce, 2022](#)

## Over 40%

Increase in the volume of policies processed by insurers with modernized IT

Source: [Espire, 2022](#)

## Up to 70-80%

Amount of IT budget insurers spend on maintaining legacy technology

Source: [Insurtech, 2023](#)

## Put legacy in the past

Larger insurers have lots of legacy applications due to evolving estates, mergers and acquisitions, and the disconnected IT and business processes they leave behind.

Despite the mountain of inefficiencies these legacy systems bring, many insurers stick with them because they believe they're good enough to meet business needs. Others feel tied to them because of the perceived complexity and disruption of legacy system transformation.

The reality is that as more time passes, there's an increasing decline in these systems around things like performance, compliance, security, and compatibility. And the further they fall behind, the

worse the end-user experience gets. This friction and fragmentation negatively impacts both employees and customers.

Insurers that delay modernization will limit innovation and growth. They'll find it impossible to keep legacy systems up and running and will find it hard to attract and retain customers with high product expectations. Those insurers already embracing a personalized digital experience are taking advantage and rapidly acquiring market share.

What you need is a partner to help you modernize your applications, simplify future development and deployment, and keep a lid on costs. With that support in place, you'll gain the capability to create new customer interfaces and services easily, improving their experience with minimal complexity.

## Key issues caused by legacy applications

- High infrastructure total cost of ownership (TCO) and technical debt
- Difficulty adding new features and rolling them out quickly
- Large technology footprint with capability duplication
- Complex code base and low developer confidence
- Less streamlined business processes such as claims, policy, and servicing





## Modernization is our middle name

Constantly changing customer needs mean developers must be able to innovate and bring new services to market quicker. At NetApp, we have the tools to enhance your efforts.



### Streamline your DevOps

We help developers iterate faster by providing a consistent, seamless experience across your hybrid cloud environment. Using automated, cloud-native DevOps tools, they can accelerate app development while streamlining your data pipeline. This increased flexibility and speed cuts time to market by removing barriers to innovation.



### Continuous cost optimization

Our solution gives your cloud workloads the most scalable, available infrastructure at the lowest possible cost. Use it to assess cloud resource and application requirements and autoscale your infrastructure accordingly. By doing so, you can eliminate overprovisioning and waste, reducing your infrastructure total cost of ownership.





## Blue Cross Blue Shield NC

**Evolving from purely on premises to leveraging the speed of cloud.**

### The opportunity

Blue Cross Blue Shield NC (BCBS NC) serves three million members with healthcare and wellness management services. To advance the development of healthcare applications the business wanted to blend its on premises and public cloud to improve DevOps speeds while remaining compliant in a tight regulatory environment.

### The solution

BCBS NC now leverages NetApp Cloud Volumes ONTAP, Kubernetes, and OpenShift for a fully containerized platform. The company is working to move 100% of its applications to containers which will allow it to accelerate release cycles, iterate faster, and deliver the next generation of healthcare solutions for North Carolinians.

### The results

BCBS NC has vastly accelerated its development cycles and transformed its enterprise operation. Below are some of the benefits we were able to deliver:

- Seamlessly integrated on-premises and cloud data
- All systems managed within a single cloud manager
- Realize new speeds in healthcare application development
- Fully leveraged hybrid environment



**Ready to bring your applications into the digital era?**

Contact a member of our team to find out more.

[Get in touch](#)



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