PwC and Guidewire

A formula for cloud-based agility.
Guidewire & Appian.

Co-authored by PwC and Guidewire

Building Customization in a Cloud-Enabled World

Cloud-based Software-as-a-Service (SaaS) solutions introduce significant scale, repeatability and speed-to-market for insurers, but often with a trade off between this scale and the ability to customize all parts of the SaaS solution. In some cases, an insurer has a critical business need that requires a customization beyond what the cloud-enabled solution can support.

Guidewire & Appian Partnership

In 2021, Guidewire and Appian announced a partnership to support insurers' who want to leverage the power and scale of the Guidewire Cloud Platform, but also introduce low code/no code platforms to leverage the speed and flexibility these platforms introduce. We view this partnership offering several benefits for new and existing Guidewire customers:

- **Guidewire customer upgrading to the cloud** – Appian provides the ability to re-factor your legacy Guidewire code to help improve its product alignment for the cloud, while shifting this complexity to the Appian platform where it can be integrated to Guidewire

- **New Guidewire customer** – new Guidewire implementation programs that can use the Appian platform as a customization and workflow platform, helping support a high product alignment Guidewire application that will help improve long-term total cost of ownership though easier product updates

40,000+

users of the Appian low code platform on 60+ applications[1]

800+

reduction in contingent worker equivalent effort through an Appian onboarding solution, saving over 64,000 hours[2]

PwC's Approach

PwC follows a structured approach to application development, including taking a business-feature first approach to help define the customer & business need and then designing the solution. With the introduction of the Appian platform, as part of the technical solutioning step of the project, a decision will be made to which platform the feature will be developed on. As a general principle, all configuration that can be performed on the Guidewire application will be implemented; with features that would impact the Guidewire product alignment, impact future updates or potentially introduce performance issues on the Guidewire Cloud will be coded on the Appian low code platform.

In our experience, Appian's platform is well-suited for engagement use cases such as external portals, workflow that requires tight integration between internal users (e.g., Underwriting) and external users such as producers, and cases where run-time logic is required to support streaming data use cases for products such as usage-based insurance. In each of these cases, PwC can work with your technical architecture teams, Guidewire Professional Services and Appian to help create a solution where your technical design aligns to well architected principles and vendor standards.

1. Appian (2023, Our Customers https://appian.com/about/explore/customers/browse-customers.html
2. PwC (2023), PwC & Appian https://www.pwc.com/us/en/services/alliances/appian.html

PwC and Guidewire

✏️ Supported Design
Guidewire & Appian's joint partnership helps create the opportunity for you to have a supported design and aligns to well architected principles
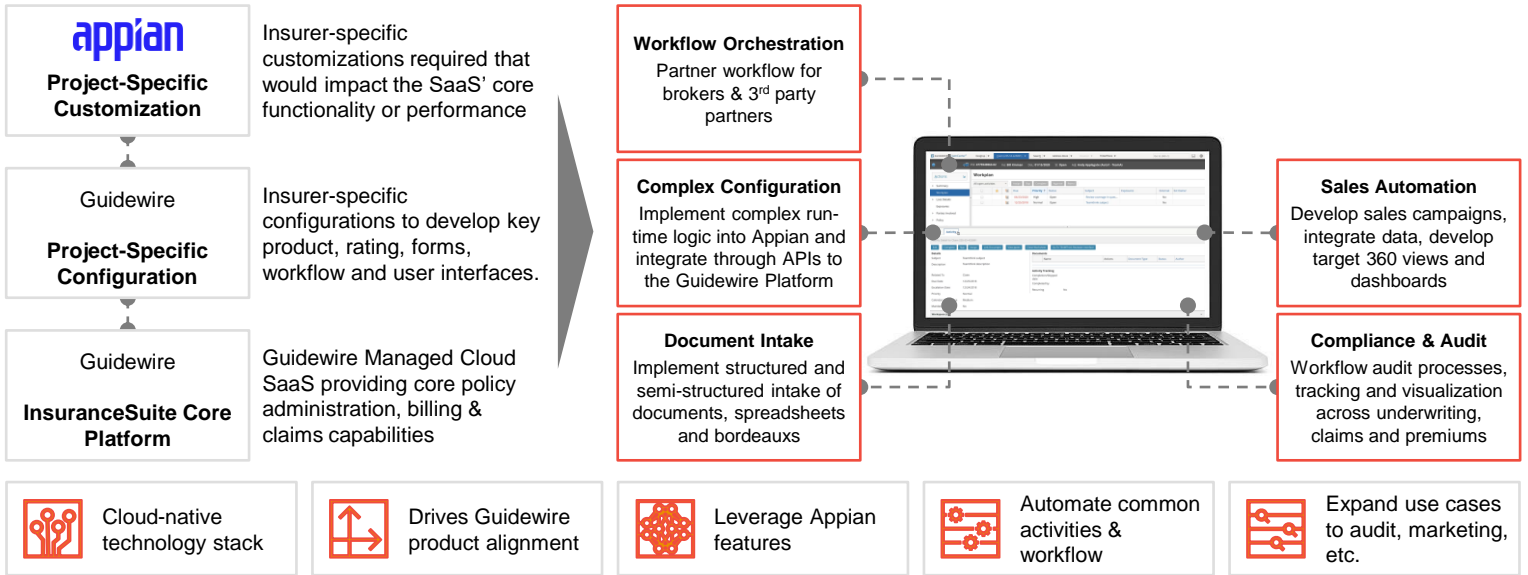
☁️ Cloud Alignment
By leveraging the Appian low code platform, insurers can help meet their unique needs while establishing the underlying Guidewire Cloud retains product alignment

Appian Automation
Take advantage of the Appian platform to support additional automation and intelligent document processing to help speed up submission intake and common document activities

Potential Use Cases for the Appian Low Code Platform

appian
Project-Specific Customization

Insurer-specific customizations required that would impact the SaaS' core functionality or performance

Guidewire
Project-Specific Configuration

Insurer-specific configurations to develop key product, rating, forms, workflow and user interfaces.

Guidewire
InsuranceSuite Core Platform

Guidewire Managed Cloud SaaS providing core policy administration, billing & claims capabilities

Workflow Orchestration
Partner workflow for brokers & 3rd party partners

Complex Configuration
Implement complex run-time logic into Appian and integrate through APIs to the Guidewire Platform

Document Intake
Implement structured and semi-structured intake of documents, spreadsheets and bordeaux

Sales Automation
Develop sales campaigns, integrate data, develop target 360 views and dashboards

Compliance & Audit
Workflow audit processes, tracking and visualization across underwriting, claims and premiums

Cloud-native technology stack	Drives Guidewire product alignment	Leverage Appian features	Automate common activities & workflow	Expand use cases to audit, marketing, etc.

📈 Improve Speed to Market
By utilizing a two-platform approach, projects are better able to develop on the appropriate tool for the job, which often results in increased speed to market and lower ongoing maintenance that comes from having a flexible technology option.

Build Ecosystem Integration Patterns
The Guidewire and Appian partnership leverages modern integration designs to support real-time and synchronous integration between platforms. This foundational design can help insurers accelerate their larger ecosystem integration capabilities and roadmap by using the existing integration design as a basis for further partner integration.

Increase Cloud Alignment
SaaS products require alignment to core platform requirements to support scaling of the platform. Implementing highly custom logic into the Appian low code platform helps establish that the underlying core systems retain cloud alignment and meet vendor standards for performance and maintainability.

Build Multi-System Teams
Leveraging both Guidewire and Appian allows insurers to build full-stack, multi-system teams that can rapidly develop and deploy changes. The flexibility of the underlying technologies can help accelerate your IT transformation to a more agile way of working.

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