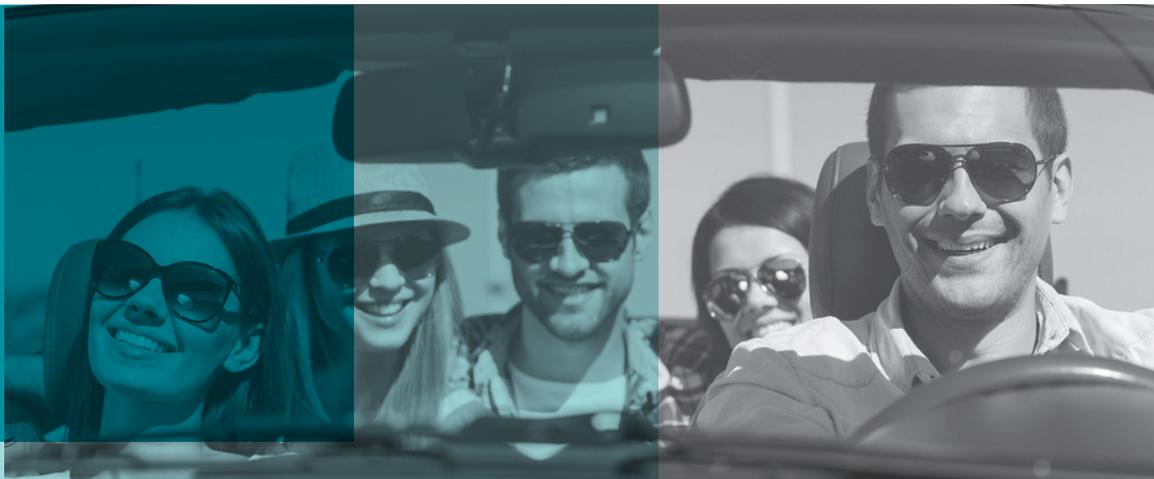




GENERAL DATA PROTECTION REGULATION



Sapiens Helps European Providers Comply with GDPR

People say death and taxes are the only two constants. We can add new regulations to that list, at least for insurers. Like death and taxes, new regulations also create a great deal of trepidation. But Sapiens' experience of creating a new module to help European general insurance (GI) providers comply with an incoming regulation shows that with the right preparation process, insurers can actually view regulations as an opportunity...

The Background and the Challenge

In 2016, the European Parliament, the Council of the European Union and the European Commission adopted the EU General Data Protection Regulation (GDPR) to strengthen and unify data protection for all citizens of the EU. The idea is to protect consumers from exploitation and safeguard their privacy. The GDPR is the EU's most significant data protection change in two decades.

Insurance is one of many sectors that will be impacted by GDPR, which went into effect on 25 May, 2018. Insurers and brokers are in the GDPR's crosshairs, because they possess

massive databases full of customer data that some insurers have been tempted to use without permission. European insurers were concerned when they found out about the regulation.

They've had to change the way they store, handle, process and report on breaches of their customers' information.

The challenge: how could a global insurance platform provider not only help insurers' customers become fully GDPR-compliant, but also empower them to maximise this opportunity by May 2018? What was the optimal strategy?

Sapiens and Its Customers' Joint Strategy

Sapiens and our customers viewed GDPR as something of a 'spring cleaning' opportunity. Some insurance policy holders have had policies for many decades and have been largely forgotten, especially considering that insurers have some of the lowest customer-touch levels across all financial services industries verticals. GDPR is the mandatory nudge that insurers can use to take these customers out of the

attic, dust them and their policies off, and give them another good look.

Sapiens and its active User Group, comprised of our insurance and financial services customers, began discussing GDPR during the User Group Forum in mid-2016. It was decided that an extremely collaborative approach with frequent touch-points would be ideal, given the nature of the regulations (wide-ranging, detailed and subject to interpretation).

The Approach

Sapiens' General Insurance User Group is comprised of senior representatives from six insurance companies – spanning the UK, EU and Nordics – that use the Sapiens IDIT platform, a component-based software solution suite for the non-life general insurance market. Participants agreed in July 2016 to sponsor a "sub-group" team to drive a GDPR solution forward. The team was comprised of business analysts, as well as data and compliance representatives, from six different insurance companies.

During the Initiation Phase, Sapiens and the insurers agreed upon



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terms of reference, membership, approach, timelines and stakeholders' expectations. A fully signed-off set of GDPR business requirements was developed and agreed upon during the First Phase. During the Second Phase, Sapiens designed, built and tested a GDPR solution module, providing regular progress updates and Solution Description Documents (SDDs). The newly enhanced Sapiens IDIT core was released during the Third Phase in December 2017 for each insurance company to design their own migration path, including data definitions, in readiness for the compliance deadline of May 2018.

During these different phases, there were eight separate conference call meetings to generate and agree upon the requirements. This eventually included 80 individual and specific GDPR business requirements, including headline definitions, detailed requirements and traceability. Sapiens and its participating customers held over ten conference call meetings to advance the design and build stages, including "show and tell" workshops.

Successful Principles for Planning for New Regulations

We succeeded and helped our customers better position themselves by establishing a process with:

- A clear target, with specific success criteria and clear deadlines
- A very collaborative approach, with participants who "leaned in" to raise and jointly resolve issues
- Frequent and fully documented review points
- Open and honest dialogue, and constructive challenges by all parties

- Thought leadership from customers and Sapiens, particularly the Sapiens Core team, which created innovative solution designs
- Clear leadership and structure from the initiative's chairperson

The End Result?

An enhanced and fully GDPR-compliant, industry-leading Sapiens IDIT Policy Administration System, including a brand-new Consent Management module. This module records and manages end customers' consent to hold and use their data, and can be easily tailored to the individual needs of insurance companies.

Start Getting Ready for the Next Regulation...

Sapiens' customers can now take full advantage of being required to make customers aware of the new regulations and re-engage their customers in a whole new conversation. Not only will Sapiens IDIT customers be complying with the GDPR and giving their customers the information they need, but they can also leverage their renewed connection to sell new services, create new revenue opportunities, reengage with customers and, importantly, further build trust.

Technology is accelerating at a mind-blowing pace and the insurance industry has been inundated with new regulations. The next one is undoubtedly around the corner. Our proven collaboration model for developing complex system enhancements, in close partnership with Sapiens' customers, is a winning approach that can help you stay ahead.

“ Integra derived great benefit from the collaborative approach taken on GDPR by Sapiens. In this case partnering not only individually with Sapiens, but collectively with other customers. This was a combined effort that pooled expertise and knowledge for the benefit of all. The result was a coherent and comprehensive solution that meets the needs of the regulation and of the customers. This was only possible through engaging and partnering with Sapiens via this unique approach”.

Matt Wood, Head of Business Operations | Integra Insurance Solutions Ltd.

“ Sapiens grasped the need to ensure their platform was GDPR-compliant. Partnering with a strong UK and Nordic user group, the requirements were debated and agreed upon with regular meetings and a review of suggested solutions. It was a great team effort by key participants working together and agreeing on the final deliverables. A true example of 'Partnering for Success'”.

Jackie Skinner, Business Architect, Hiscox.

Learn More

For more information, please visit us on the web or contact us at info.sapiens@sapiens.com.