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Guidewire data conversion overview

Successful data conversion to Guidewire PolicyCenter™

Five questions (and answers) to help ensure seamless, streamlined policy data conversion

With Guidewire InsuranceSuite™, P&C insurers can empower their customers and employees by combining three elements—core processing, data & analytics and digital engagement—into a single technology platform.

But for Guidewire to replace your internally developed legacy applications, existing policy data must first be converted to a format that Guidewire's PolicyCenter can consume.

Cognizant can help. In this document, we offer guidance on how to implement a successful policy data conversion to Guidewire PolicyCenter.

Conversion vs. migration

As part of an insurer's policy transformation journey, legacy and in-house policy administration systems are replaced by Guidewire PolicyCenter. In so doing, policy-related data is sourced from multiple systems and converted to a format that Guidewire PolicyCenter can consume. This is not a simple as-is data transfer, so the term "data conversion" is more apt than "data migration."

Data conversion to Guidewire PolicyCenter comes with challenges. Unless properly planned and expertly implemented, insurers can risk cost and schedule overruns, incomplete/failed conversion, data loss and business bandwidth overhead—all of which can jeopardize the entire Guidewire initiative. To avoid these pitfalls, insurers must have the proper strategy and process in place for converting source data to Guidewire.

Answering five key questions

As one of the world's leading insurance technology advisers, Cognizant has a time-tested, reusable framework—as well as accelerators, best practices and trained and certified experts—to help insurers of any size successfully convert data from legacy to Guidewire PolicyCenter within their planned budget and timeline.

The first step is proper preparation. Before beginning data conversion to Guidewire, be sure to assemble your team and discuss the following five key questions:

- How will you plan the data conversion?
- What are the key considerations?
- Which conversion method should you use?
- How will you implement the conversion?
- What skill sets are required?

1. How will you plan the data conversion program?

A common mistake in planning data conversion to Guidewire is putting the initial focus on the Guidewire product implementation and configuration, with data conversion left as an afterthought. This approach can quickly lead to time and cost overrun issues and a failed initiative.

In the initial planning phase, be sure to give data conversion its due. Team up with a qualified data conversion specialist from the get-go and throughout the process, from product gap analysis through to decommission.

The steps of policy data conversion
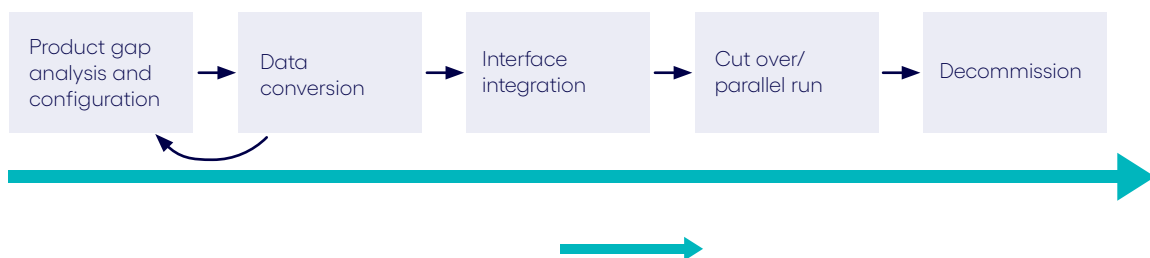
Data conversion activities begin as early as gap analysis and run in parallel until decommission.

2. What are the key considerations for data conversion?

A key consideration is determining which data will be pulled in from legacy source systems to Guidewire PolicyCenter for immediate and future business needs, as well as for analytics and regulatory compliance. Should you convert all policies and claims? Only active policies and customers? Only active claims? These questions should be answered in advance of the actual implementation.

In addition to which types of data should be converted, another issue to address is archiving. Which data should you archive? How old should archived data be? How should you archive data? Which policy administration systems should be archived, and which should be converted?

Key considerations for a successful conversion

3. Which conversion approach should you use?

The above considerations will help you decide which of three approaches should be used for your policy data conversion: manual, automated or a hybrid of both.

A manual conversion approach is suitable for insurers with low policy volumes, while insurers with robust policy volumes should opt for an automated approach, choosing from two common options:

- "Big bang" (using Guidewire DataHub™ – Inforce), in which all policies are converted at once
- "On renewal" (using Guidewire DataHub On Renewal), wherein policies are converted in batches periodically (i.e., every six weeks) over time (i.e., one year) based on renewal periods.

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4. How will data conversion be implemented?

Around the globe, insurers' data conversion initiatives tend to struggle with the same common challenges: lack of documentation, unavailability of legacy subject matter experts, source data quality issues, unreconciled data, data loss and cost/effort/schedule overruns.

To sidestep these potential pitfalls, data should be loaded onto the Guidewire PolicyCenter platform in a predefined, standardized structure.

With our experience leading multiple successful Guidewire PolicyCenter data conversion programs, Cognizant has created the following 7-step **Guidewire Data Conversion Framework (GDCF).** This framework simplifies and streamlines the data conversion process by enabling seamless data integration from disparate source systems to Guidewire's required format.

Cognizant's 7-step Guidewire Data Conversion Framework

To help insurers avoid on-the-ground challenges, Cognizant's GDCF follows a robust, automated data conversion framework that:

- Is technology-agnostic and reusable
- Identifies data issues upfront
- Reduces the cost and time of data conversion
- Provides transparency in data conversion via end-to-end reconciliation across all layers of data movement
- Ensures successful data conversion

1. Technology-agnostic

The generic solution can be deployed in any industry-standard technology

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2. Scalable

Any number of systems; variety of source platforms (legacy/in-house)

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3. Accelerated development

Armed with migration enablers, accelerators and best practices

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6. Enforced quality gate

Efficient interface control for source metadata to identify potential source data issues

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5. Easy handshake

Can seamlessly call web services for information enrichment

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4. Ahead of the race

Pre-built customizable framework for data profiling and cleansing, audit, error, reconciliation

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7. Target relevance

Staging layer aligned with Guidewire capabilities and domain functionalities

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5. What skill sets are required for the data conversion?

Successful Guidewire data conversion requires unique skills provided by specific experts: data architects and data conversion specialists, business analysts and data analysts, extract, transform, load (ETL) developers, ETL and functional testers, project managers, data management and delivery specialists.

While the depth and breadth of each role is largely based on factors such as conversion scope and lines of business involved, it's essential to have the right people with the right skills in the right place. If you lack these roles and skills in-house, it would be wise to partner with an expert like Cognizant.

About the Cognizant Insurance Product Data Group

Cognizant's Insurance Practice is one of the largest industry verticals that partners with insurers to evolve their business and technology landscape and enable end-to-end digital transformation. Thirty-three of the top 50 US insurers and seven of the top 10 global insurers rely on us to help manage their technology portfolio across multiple business entities and geographies.

Cognizant's product data group, a specialized group of trained and certified product data professionals, provides data conversion and integration of insurance commercial off-the-shelf (COTS) products to P&C insurers.

We have delivered countless data conversion and integration engagements worldwide, including more than 50 products, more than 7 million policies and more than 15 million claims. While we work across COTS products, 80% of our programs are on Guidewire.

We offer proven, time-tested frameworks and accelerators and an experienced resource pool. Our ever-expanding customer base and proven track record of repeat business are a testament to our unmatched delivery excellence. Learn more about Cognizant's Insurance Practice at http://www.cognizant.com/insurance. Talk to us today about how Cognizant's approach to Guidewire implementations can help you transform your organization to compete in today's challenging environment. Reach us at: Guidewirecenter@cognizant.com.

About Cognizant's Insurance Practice

Cognizant is a leading global services partner for the insurance industry. In fact, seven of the top 10 global insurers and 33 of the top 50 US insurers benefit from our integrated services portfolio. We help our clients' businesses run better by driving greater efficiency and effectiveness.

Simultaneously, we help their businesses run differently through innovation and transformation for the future. Cognizant redefines the way our clients operate, from increasing sales and marketing effectiveness, to driving process improvements and modernizing legacy systems, to sourcing business operations. To know more, please visit our website.

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Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or @Cognizant.

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