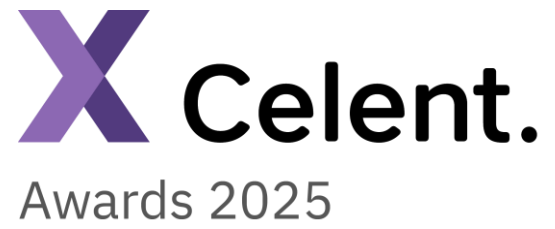


Celent.

This authorized reprint contains material excerpted from a recent Celent report profiling and evaluating 50 different policy administration system vendors in North America. The full report is more than 500 pages long. This report was not sponsored by Majesco in any way. This reprint was prepared specifically for Majesco, but the analysis presented has not been changed from that presented in the full report. For more information on the full report, please contact Celent at info@celent.com



Policy Administration Systems: P&C Insurance; North America Edition

2025 XCelent Awards, Powered by Vendormatch

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Executive Summary

This report provides an overview of the policy administration systems available in North America for property casualty insurance carriers. The report profiles 50 policy administration systems and provides an overview of their functionality, customer bases, lines of business supported, technology, implementation, pricing, and support.

Not for distribution

Introduction

In one sense, the definition of a policy administration system (PAS) is very simple: It is the system of record for all policies that an insurance company has written. At this most basic level, a PAS is a repository of policy-level data related to objects of insurance, coverages, limits, conditions, exclusions, duration of the policy, endorsements, and so forth. A permanent policy record is created at the time a policy is issued and includes the complete history of the policy through renewal, termination, cancellation, and/or reinstatement.

In actual practice, an insurer uses a PAS—either by itself or closely integrated with specific point solutions—to execute several core processes and, in doing so, relies on several types of supporting capabilities. All modern core policy systems provide basic functionality for the most standard processes of quoting, issuing, endorsing, and renewing a policy. However, there is significant variation in the way solutions handle these functions.

This report is part of a series on policy administration systems (PAS) in North America, Latin America, EMEA, and Asia-Pacific. This report profiles major property casualty policy administration systems available in North America today. Celent evaluated vendors based on three dimensions: Advanced Technology, Breadth of Functionality, and Customer Base and Support.

Insurers continue to have a wide spectrum of systems and vendors to consider when they look for a solution to fit their needs. This report includes 50 systems that met the inclusion criteria for North America. Its goal is to help insurers assess how well a vendor may meet their requirements and create a short list of vendors for evaluation. Celent clients should take advantage of their access to the authors through analyst calls to learn more about the vendors.

In addition to this report, two companion reports will provide more context to this snapshot of the PAS market. Coming out alongside this one is *So You Want to Buy a P&C Policy Administration System*, which outlines the latest developments in functional and technical capabilities in these systems, along with a glossary and key components guide. The definitions for each feature can help an insurer understand the breadth of available functionality as they define their own requirements.

Later this year, we will release our Policy Admin Customer Feedback report. Formerly part of this report in the “ABC” calculation, we decided to separate the customer feedback portion out to make these profiles slimmer. This upcoming report will provide aggregated customer assessments of a subset of the vendors in this report.

Report Methodology

In this report, Celent's objective is to include as many as possible of the leading policy administration systems being used or actively sold to insurers in North America. Celent actively reviews vendor systems in the insurance software market and invites the vendors to participate in reports like these.

Evaluation Process

To analyze the capabilities of policy administration solutions that are active in the insurance marketplace, Celent sent an invitation to participate in this year's report to a broad set of vendors. There was no cost for vendors to participate.

Each participating vendor completed an online RFI. The RFI requested information about the features provided in the solution, its technology and architecture, the current client base, the pricing models, and the vendor itself. After that, each provided a 60- to 90-minute briefing and demo for Celent focusing on usability and functionality for everyday users, product and rules configurability for IT and system administration users, and the overall architecture of the system.

The RFIs and the demos/briefings provided quantitative and qualitative data that was used in the analysis of these vendors. This process is described in the next section.

Vendors had an opportunity to review their profiles for factual accuracy and to provide their own perspectives but were not permitted to influence the evaluation.

Some of the vendors profiled in this report are Celent clients, and some are not. No preference was given to Celent clients for either inclusion in the report or in the subsequent evaluations.

Celent used its unique VendorMatch platform to gather RFI data from each vendor. VendorMatch is the world's largest vendor and solutions data store—combined with analytical tools—to help financial institutions find, evaluate, and select a solution. Each profile contains a link to the solution's VendorMatch profile.

The RFI for this market research gathered information across multiple dimensions, including:

- Company information
- Product overview
- Specific information about the vendor and the system—including, among other elements:
 - *Functionality*
 - *Technology*

- *Implementation and support*
- *Commercial terms*
- *Customer base*

As part of the VendorMatch RFI process, Celent gathered much more information about each solution than is reflected in this report. Celent clients can leverage analyst access to connect with the author and learn more about the vendors. They can also use Celent's VendorMatch platform to review a vendor's online company and product profiles. Since the online database can be updated at any time, the online data may be more current than this report.

About the Profiles

Each profile is structured the same way. Profiles present information about the vendor and its claims administration system offerings, its geographic presence, and its client base. Charts are used to provide more detailed information about specific features such as lines of business supported, technology, and partnerships.

Each profile also includes an analyst opinion, crafted based on the information from the demo and RFI. The profiles are presented in alphabetical order.

Limitations

Celent recognizes that the strength of any policy administration system is somewhat dependent on an insurance company's needs and business. A solution ranked low in Celent's rankings may be a perfect fit for several insurers for a variety of reasons: price, business-specific functionality, target customer base, existing technology environments, or simple preference. For this reason, these rankings are purely the opinion of Celent. Insurers should use them in the context of their own specific situations.

Celent believes that this study provides valuable insights into current offerings in policy administration solutions. However, readers are encouraged to consider these results in the following context: The vendors self-reported. Participants in the study were asked to indicate which policy administration capabilities were provided in addition to providing generic information about their client base. Celent did not fully confirm the details provided by the participants, although we did obtain a demo which allowed us to partially confirm some of the information.

XCelent Winners and Technical Capability Matrix

To help financial institutions better understand the vendor landscape and compare providers, Celent developed its ABC methodology, which positions vendors across three dimensions:

- Advanced Technology
- Breadth of Functionality
- Customer Base and Support

While this is a standard tool that Celent uses across vendor reports in many different areas, each report will define the ABC categories slightly differently. The final rating is determined by Celent’s and customers’ scores of these factors, when appropriate, as well as Celent’s view of the relative importance of the factors as they apply to both the solution and the vendor’s capabilities.

Table 1: Examples of Factors Used in ABC Evaluation

ABC Categories	Possible Factors
Advanced Technology	<ul style="list-style-type: none"> – Customer feedback on technology, integration, and APIs – Configurability and upgrades – Code, databases, operating systems details – Integration – Methods, services, and APIs – Deployment options – Change tooling – Upgrade automation
Breadth of Functionality	<ul style="list-style-type: none"> – Customer feedback on features and functions – Overall support of components and features – Product support and in-production status

ABC Categories	Possible Factors
Customer Base and Support	<ul style="list-style-type: none"> <li data-bbox="716 296 1276 323">– Number and size of insurers running the system <li data-bbox="716 348 1276 375">– New insurance clients won in the last two years <li data-bbox="716 401 1357 428">– Number of countries where the system is implemented <li data-bbox="716 453 1052 480">– Vendor’s partners network

Source: Celent

Top performers in each ABC dimension receive a corresponding XCelent award.

Celent Technical Capability Matrix

This report also includes the Celent Technical Capability Matrix. We have placed each solution into one of five categories based on the sophistication and breadth of its technology and functionality (i.e., plotting the A and B dimensions). Solutions are not ranked within the assigned category; they are listed alphabetically.

The five categories are:

- Luminary: Excels in solution capabilities and generally has a leading market presence.
- Technology Standout: Excels in technology modernity, although often without the same depth of features as leading competitors. Frequently newer, these solutions have chosen a focused set of functions with which to begin their journey.
- Functionality Standout: Excels in functionality and likely to have a large installed base. Often more established, these solutions have built out a robust set of features over many years.
- Noteworthy Solution: Potential challengers to the more established competition. They may occupy a niche place in the market, whether by targeted use case, sector-leading features, client size, or geography.
- Developing Solution: New to the market, typically. They may have the potential to mature into a market challenger.

The matrix appears on the following page.

Figure 1: Celent Technical Capability Matrix



Majesco: Majesco Policy for P&C

Company and Product Snapshot

Table 2: Company Snapshot

Year Founded	1982
Headquarters	Morristown, NJ
Number of Employees	2,000
Revenues (USD)	Confidential
Financial Structure	Private
VendorMatch Link	Majesco Policy for P&C
Source: Vendor RFI	

Table 3: Product Snapshot

Name	Majesco Policy for P&C
Year Originally Released	1992
Current Release and Date of Release	Fall 2024
Revenue Derived from the Product	Confidential
R&D Expense	Majesco spends about 15% to 20% of annual revenue on R&D each year. Majesco does not break down budgets by product.
FTEs Providing Professional Services for Product	400
Notable Clients	OpenRoad, Forge, QBE, Tokio Marine, AIG, Munich Re, Vantage Risk
Source: Vendor RFI	

Celent Opinion

Summary:

Majesco Policy for P&C is a robust policy administration system that can handle a range of personal and commercial lines and is well suited for P&C insurers of all sizes, although smaller carriers may also consider Majesco CoreConnect. The company has actively worked to add generative AI (GenAI) features to Majesco Policy for P&C, and many of these are in production in current versions. Majesco is among the dominant policy administration providers in North America, though it is still establishing a footprint EMEA and LATAM.

Strengths:

- Majesco IntelligentCore includes numerous GenAI features within the platform, including a Microsoft Copilot-based chatbot embedded into user dashboards that are trained on insurance-specific data and can answer basic inquiries as well as complete multistep tasks such as policy renewal and simple endorsements. The platform’s GenAI capabilities also allow these agents to ingest information from PDF

documents without prior field mapping and to recognize policy or claims numbers and attach documents to existing objects within the system.

- Reporting features leverage PowerBI and offer a variety of reports available out of the box, as well as drag-and-drop customization. Reports can be embedded as “cards” in user dashboards by persona, down to the individual user level. These can also be extended to agents through the system’s agent portal.
- Administrative features include a calendar task view that allows managers to manage work within their groups more easily. Task reassignment, routing, and escalation can all be managed intuitively.
- Majesco offers customers an ISO circular analysis service whereby experts directly analyze new circular releases and configure their features into the system. Clients can then elect to take new releases (or not) as they prefer.
- The platform includes access to Majesco’s EcoExchange marketplace, which includes pre-integrated third party solutions and an API store.

Areas for improvement:

- Configuration of products and workflows is accomplished via a development studio. While the system is highly configurable, the user interface for configuration lacks graphical and visual elements found in other policy administration offerings. The system’s workflow module in particular would benefit from a process mapping tool to allow workflows to be diagrammed visually.
- Though Majesco has a number of onshore specialists available to support implementation efforts, primary implementation resources may be located offshore. Majesco has developed a number of systems integration partnerships, but potential clients should nonetheless ensure they have a clear understanding of the ideal team mix between vendor, SI, and carrier resources, as well as how those partners will be managed.

Functionality

Table 4: Suite Availability

	Availability
Claims	■
Billing	■
Reinsurance	●
Rating Engine	✓
Digital Tools	■
Distribution Management	■
Business Intelligence	✓
Data Warehouse	✓

Legend: ✓ = Integrated into the Module; ■ = Separate Module available from this vendor; ● = Through a formal partnership with another vendor; ✕ = Not available

Source: Vendor RFI

Table 5: Functionality

Category	Function	Supported but Not in Production		
		In Production	Not Supported	Not Supported
Desktop	Underwriter desktop	●		
	“Sounds Like” search	●		
Data Services	Omni document submission ingestion	●		
	Integration and prefill with data from external data services	●		
Documents and Notes	Includes a correspondence and forms library	●		
	Includes a content repository and document management	●		
	Includes a notes facility	●		
	Ability to search text within notes and diaries	●		
Supervisory Tools	Dashboard to manage employee’s workload	●		
	Automated underwriter assignment	●		
	Out-of-office / vacation rules	●		
Workflow	Automatic task generation	●		
Quote	Supports Quick Quote nonbinding quoting based on minimal info	●		
	Side-by-side quotes	●		
	Dynamic questions	●		
Endorsements, Renewals, and Other Transactions	Supports automated renewals	●		
	Supports automated cancellations	●		
Risk Analysis	Submission prioritization	●		
	Anomaly identification	●		
	Calculates alerts and/or risk scores	●		
	Location analysis	●		
	Loss analysis	●		
	Underwriting recommendation engine			●
Underwriting Support	Can track subjectivities and completion	●		
	Document summary and interpretation		●	
	Coverage recommendation engine			●
	Portfolio optimization guidance		●	
Pricing Analysis	Pricing decision support			
	Layer pricing	●		

Category	Function	Supported but Not in		
		In Production	Production	Not Supported
Excess, Layers, and Reinsurance	Can document the layer, coverage, and limits when other insurers are also covering parts of the total exposure	●		
	Can indicate any reinsurance contracts that apply	●		
	Can determine if the policy is covered under an existing treaty or requires fac re	●		
Product Design Tools	Base insurance product templates	●		
	Inheritance of product and rating rules	●		
Rate Calculations	Rate tiering	●		
	Rate capping	●		
	If legal in your territory, the system provides price optimization features	●		
	Multidimensional tables	●		
	Reusable rating components	●		
	Includes testing, modeling, and product analysis tools	●		
Versioning and Change Control	Versioning and update management	●		
	Expiry mechanism for products to ensure that quotes are up to date	●		
	Change control functions	●		
Other	Supports market Systems and Integrations (e.g., ECF and ECF Writeback)			●

- = Available out of the box
- = Configurable using simple tools for business user
- = Configurable using simple tools for IT user
- = Configurable through a scripting language/coding
- = Available with integration to a third party solution
- = Available with integration to a separate module provided by this vendor
- = Under development / on road map
- = Could develop, would be considered customization
- = Not available / not applicable

Source: Vendor RFI

Lines of Business Supported

Table 6: Lines of Business Supported

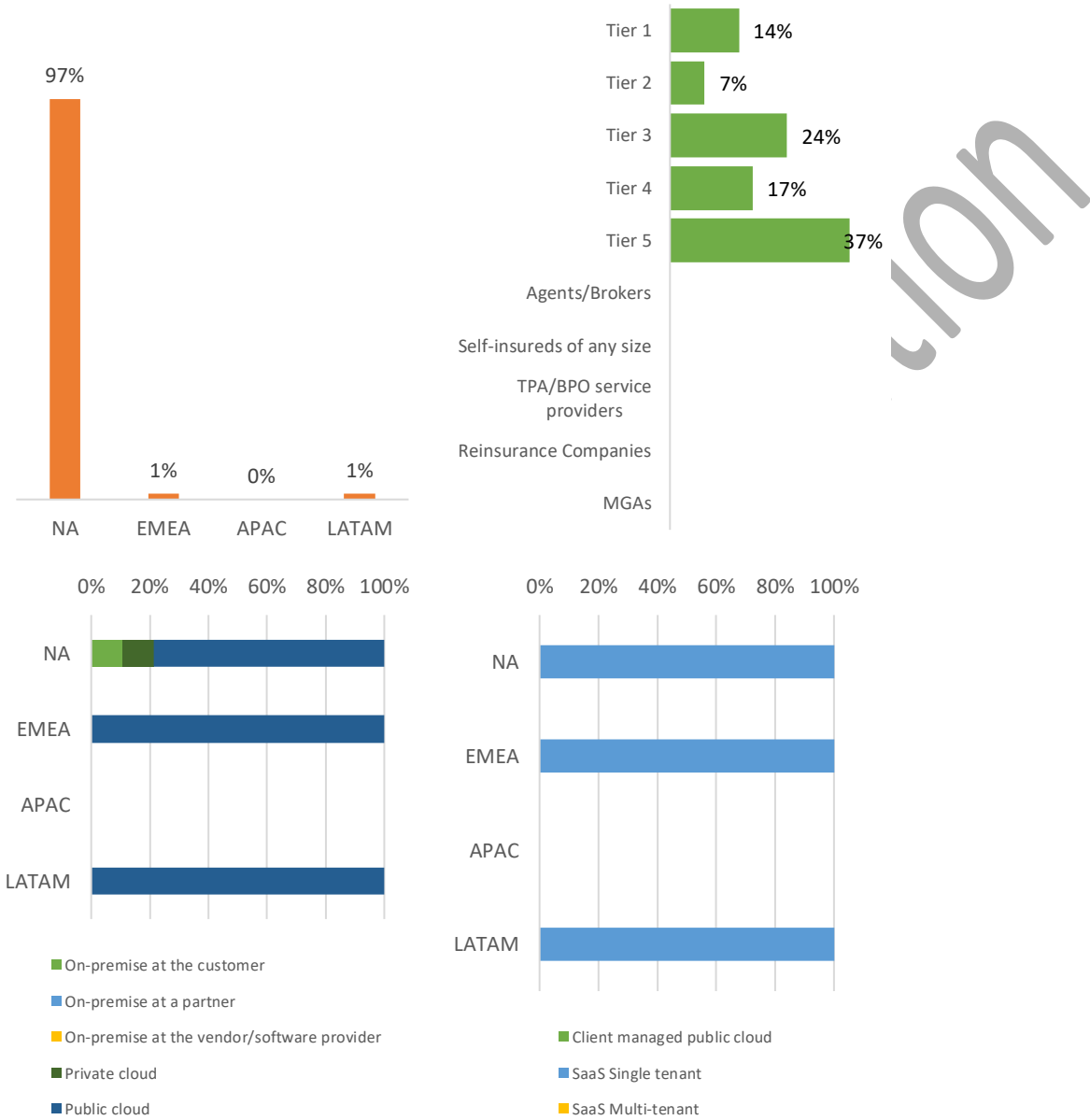
Line of Business	NA	EMEA	APAC	LATAM
Personal Auto	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat / Motorcycle / ATV / etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeowners / Home	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renters / Contents	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Umbrella	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial Auto	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial Property	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial Liability	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workers' Compensation	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical Professional Liability	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Professional Liability	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Owners Policy (BOP)	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flood	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jewelers Block	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cyber Insurance	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surety & Fidelity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excess Policies	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directors and Officers Liability	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inland Marine	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excess Casualty	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ocean Marine	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Legend: ✓ = In production; = Supported but not in production; x = Not supported

Source: Vendor RFI

Customer Base

Table 7: Client Base by Size and Deployment Option (Global)



Source: Vendor RFI

Table 8: Implementations by Country

Region	Countries
North America	Canada, United States
Europe	United Kingdom, Ireland
Middle East	
Africa	
Asia-Pacific	
Central America	Mexico
South America	
Caribbean	Puerto Rico

Source: Vendor RFI

Technology

Table 9: Technology Options

Technology Options	Responses
Code Base	Java: 100%;
Integration Methods	API (Restful or SOAP); Web services; XML (not through Web services); RESTful HTTP style services; JSON format; MQSeries, JMS, or similar queue technology; custom APIs; flat files; Azure Data Factory connectors
API Details	<ul style="list-style-type: none"> ✓ The API is documented External systems can trigger an event in the system, which can be responded to by a workflow or business rules system ✓ API management supports local or global standards, such as ACORD application creation and rendering ✓ API sample codes are available to clients ✓ API developer portal is available for support and descriptions ✓ API testing portal and the ability to use scripts on website is available ✓ The system allows API publishing in SOAP, REST, JSON, and XML style services as APIs ✓ API version management is available ✓ Access to the APIs is managed, and use of APIs tracked by developers ✓ Training in extending the system is offered

Legend: ✓ = Available; ✗ = Not available

Source: Vendor RFI

Table 10: Deployment Options

	NA	EMEA	APAC	LATAM
On-premise at the customer	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-premise at a partner	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-premise at the vendor/software provider	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private cloud	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public cloud	✓	✓	<input type="checkbox"/>	<input type="checkbox"/>
<i>Client managed public cloud (Client manages hyperscaler and application)</i>	✓	✗	✗	✗
<i>SaaS Single tenant (vendor manages hyperscaler and application)</i>	✓	✗	✗	✗
<i>SaaS Multi-tenant (vendor manages hyperscaler and application)</i>	✓	✗	✗	✗

Legend: ✓ = In production; = Supported but not in production; ✗ = Not supported

Source: Vendor RFI

Table 11: SaaS Capabilities

Elements	Availability
Support a multi-tenant architecture	✓
Type of effort required to update the solution	Evergreen—client chooses when to upgrade
Cadence of upgrades for multi-tenant deployments	N/A
Deployment approach supports elasticity	Yes, automatically
Current APIs-related strategy	Enabled by consumable APIs
Ability of the deployment model to leverage a serverless approach	✓
Ability to enable independent services (microservices)	✓
Proportion of the system architected as microservices	50% to 80%
Support automation of development and deployment processes (DevOps)	✓
Ability to run and deploy under containers to improve the application deployment	✓
Need for containerization to run in a cloud	✗
Ability of the system's functions and capabilities to be distributed among a private cloud and a public cloud	✓

Legend: ✓ = Yes ✗ = No

Source: Vendor RFI

Table 12: Change Tooling and Upgrades

Types of Changes	Availability
Business Rule Definition	✓

Types of Changes	Availability
Data Definition	✓
Table Maintenance, List of Values, etc.	✓
Interface Definition	☐
Product Definition	✓
Role-Based Security, Access Control, and Authorizations	✓
Screen Definition	✓
Workflow Definition	✓

Legend: ✓ = Configurable via tools for business users; ☐ = Configurable via tools for IT users; ■ = Configurable via scripting; ⊖ = Configurable via the vendor; ● = Coding required; ✕ = Not available

Source: Vendor RFI

Table 13: Public Cloud Options

Providers	NA	EMEA	APAC	LATAM
Microsoft Azure	✓	✓	☐	✓
Amazon AWS	✕	✕	✕	✕
Google Cloud Platform (GCP)	✕	✕	✕	✕
Alibaba Cloud	✕	✕	✕	✕
IBM Cloud / Bluemix	✕	✕	✕	✕
Oracle Cloud	✕	✕	✕	✕
Salesforce Cloud, Force.com, AppExchange	✕	✕	✕	✕
Other	✕	✕	✕	✕

Legend: ✓ = In production; ☐ = Supported but not in production; ✕ = Not supported

Source: Vendor RFI

Partnership

Table 14: Implementation and Support

Type of Partnership	Partner Vendor
System Integrators	IBM, Deloitte, Capgemini, PwC, KPMG, EY, LTIMindtree
Fintech Partners	Appulate, Cybersource, LexisNexis, Verisk, CoreLogic, ePayPolicy, Glia, Denim, DMS, Door3, Dropin, eGain, Elafris, FIS, Fenris, Fusion, ISO, Life.io. Majesco has a partner directory, EcoExchange: https://www.majesco.com/ecoexchange/ .

Source: Vendor RFI

Implementation, Support, and Pricing

Table 15: Implementation, Support, and Pricing

Typical Implementation Team Size	6 to 10
Resource Breakdown	<u>North America</u> : Client: 25%, Vendor: 75%
Location of Employees	Majesco has 340 employees in North America, 20 employees in EMEA, 20 employees in Asia-Pacific, and 10 employees in Latin America supporting implementation.
Average Time to Implementation	<u>Initial Implementation</u> : 4 to 6 months <u>2nd and subsequent line of business</u> : 1 to 3 months <u>2nd and subsequent states/jurisdictions</u> : 1 to 3 months
Pricing Models	Subscription-based license

Source: Vendor RFI

Concluding Thoughts

For Insurers

There is no “one-size-fits-all” policy admin solution, but insurers can take comfort in the fact that there are myriad options to fit almost any set of requirements. An insurer seeking a new core system should begin the process by looking inward. Every insurer has its unique mix of lines of business, geography, staff capabilities, business objectives, and financial resources. This unique combination and the organization’s risk appetite will influence the list of vendors for consideration.

Some vendors are a better fit for an insurance company with a large IT group that is deeply proficient with the most modern platforms and tools. Other vendors are a better fit for an insurance company with a small IT group that wants the vendor to take a leading role in maintaining and supporting its applications.

Most core systems bring some level of out-of-the-box functionality for various lines of business and operating models. Many systems offer powerful configuration tools to build capabilities for both known and future requirements.

We recommend that insurers that are looking for a policy admin system narrow their choices by focusing on four areas:

- The functionality needed and available out of the box for the lines of business and geographies desired. Check to see what is actually in production.
- The technology—the integration framework, the overall architecture, and the configuration tools and environment.
- The vendor’s stability, knowledge, and investment in the solution.
- Implementation and support capabilities and experience.

For Vendors

There has been considerable investment among solution providers to differentiate themselves from their peers. Many of today’s policy admin systems are mature. The solutions deliver robust functionality, improve configuration tools, and are more connected with APIs. Cloud implementation is also becoming table stakes.

Although these trends are beneficial for insurers, they make the competitive challenges facing vendors much more daunting.

Celent recommends vendors differentiate themselves by:

- Focusing on improving usability for both new and experienced users and managers.

- Investing in AI—and specifically GenAI—to compete with the advancing consumerization and worker expectations for this new technology.
- Building an ecosystem of tech solutions and insurtechs that integrate with the policy admin solution.
- Making implementation faster and less expensive.
- Continuing to move to open APIs and other integration frameworks to drive the easy orchestration of processes and data across external digital capabilities.
- Continuing to build out configuration environments to put change controls in the hands of the carriers.

Not for distribution

Leveraging Celent's Expertise

If you found this report valuable, you might consider engaging with Celent for custom analysis and research. Our collective experience and the knowledge we gained while working on this report can help you streamline the creation, refinement, or execution of your strategies.

Support for Financial Institutions

Typical projects we support include:

Vendor short listing and selection. We perform discovery specific to you and your business to better understand your unique needs. We then create and administer a custom RFI to selected vendors to assist you in making rapid and accurate vendor choices.

Business practice evaluations. We spend time evaluating your business processes and requirements. Based on our knowledge of the market, we identify potential process or technology constraints and provide clear insights that will help you implement industry best practices.

IT and business strategy creation. We collect perspectives from your executive team, your frontline business and IT staff, and your customers. We then analyze your current position, institutional capabilities, and technology against your goals. If necessary, we help you reformulate your technology and business plans to address short-term and long-term needs.

Support for Vendors

We provide services that help you refine your product and service offerings. Examples include:

Product and service strategy evaluation. We help you assess your market position in terms of functionality, technology, and services. Our strategy workshops will help you target the right customers and map your offerings to their needs.

Market messaging and collateral review. Based on our extensive experience with your potential clients, we assess your marketing and sales materials—including your website and any collateral.

Related Celent Research

[GenAI in Legacy Modernization](#)

April 2025

[Cloud Decisions: A Guide for Cost- and Value-Conscious P&C Insurers](#)

March 2025

[Dimensions Asia-Pacific P&C Insurance IT Pressures & Priorities](#)

February 2025

[Dimensions Middle East & Africa P&C Insurance IT Pressures & Priorities](#)

February 2025

[Dimensions Latin America P&C Insurance IT Pressures & Priorities](#)

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[Dimensions Europe General Insurance IT Pressures & Priorities](#)

February 2025

[ITC Vegas 2024: A Summary of Core Systems and Legacy Transformation Sessions](#)

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