Celent.

This is an authorized reprint of an excerpt from a Celent report. The reprint was prepared specifically for Majesco but Celent retained full control of the content. For additional information, please contact info@celent.com

North America Edition A SolutionScape

Karlyn Carnahan

October 19, 2026

Contents

Contents 3

Executive Summary 4

Introduction 5

Report Methodology 7

Technical Capability Matrix 9

Profiles 11

Majesco: Majesco Billing for P&C 12

Majesco: CoreConnect Billing 21

Concluding Thoughts 30

Leveraging Celent's Expertise 32

Related Celent Research 33

Copyright Notice 34

© CELENT

Executive Summary

About This Reprint

This authorized reprint contains material excerpted from a recent Celent report profiling and evaluating 29 different standalone rating systems available globally. The full report is 127 pages long and provides an overview of their functionality, customer bases, lines of business supported, technology, implementation, pricing, and support. This report was not sponsored by Majesco and 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.

© Celent

Introduction

Billing has evolved far beyond its traditional role as a purely back-office financial function. Today, it is a strategic capability that directly influences customer satisfaction, distributor relationships, operational efficiency, and cash flow. Every billing interaction—from payment flexibility and self-service options to issue resolution and communication—shapes the policyholder experience and can strengthen or erode customer loyalty. For carriers working through agents and brokers, billing capabilities have become equally important to the distributor experience, with agency bill processing, reconciliation, and commission accuracy playing a critical role in maintaining trusted partnerships.

At the same time, customer expectations continue to rise. Consumers and commercial policyholders expect the same seamless, digital-first payment experiences they receive from banks, retailers, and subscription services, while distributors demand greater transparency, automation, and ease of doing business. Legacy billing platforms, many of which were designed primarily to generate invoices and collect premiums, often struggle to support these modern expectations. As insurers embrace digital transformation, AI-enabled operations, and increasingly complex payment models, modern billing platforms have become essential for delivering superior service, improving operational efficiency, and creating a differentiated customer and distributor experience.

Artificial intelligence is accelerating this transformation. AI is helping insurers automate payment exception handling, streamline agency bill reconciliation, identify delinquency risks, detect billing anomalies and potential fraud, and deliver more personalized customer communications. Agentic AI is expected to extend these capabilities further by autonomously resolving routine billing inquiries, coordinating work across billing, policy, and claims systems, and enabling operations that are more proactive, efficient, and responsive. As a result, insurers are increasingly viewing billing modernization not simply as a technology upgrade, but as a foundation for AI-enabled financial operations and customer service.

This report profiles major P&C billing administration systems available in North America today. Celent evaluated vendors based on Advanced Technology and Breadth of Functionality.

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 29 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, a companion report will provide more context to this snapshot of the market. Coming out alongside this one is So You Want to Buy A Billing System, which outlines the latest

© Celent

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.

Report Methodology

In this report, Celent's objective is to include as many as possible of the leading billing 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 billing 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 RFI. The RFI requested information about the features provided in the solution, the technology and architecture, the current client base, the pricing models, and the vendor itself. RFIs were completed on 29 products for North America.

The RFIs provided quantitative 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.

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 others:
    - *Functionality*
    - *Technology*
    - *Implementation and support*
    - *Commercial terms*
    - *Customer base*

© Celent

As part of the 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.

About the profiles

Each profile is structured the same way, presenting information about the vendor and its billing 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.

The profiles are presented in alphabetical order.

Limitations

Celent recognizes that the strength of any billing 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 various 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 billing 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 billing capabilities were provided in addition to providing generic information about their client base. Celent did not fully confirm the details provided by the participants. Demo's were not required, however, some vendors did present a demo which allowed us to partially confirm some of the information.

© Celent

Technical Capability Matrix

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.

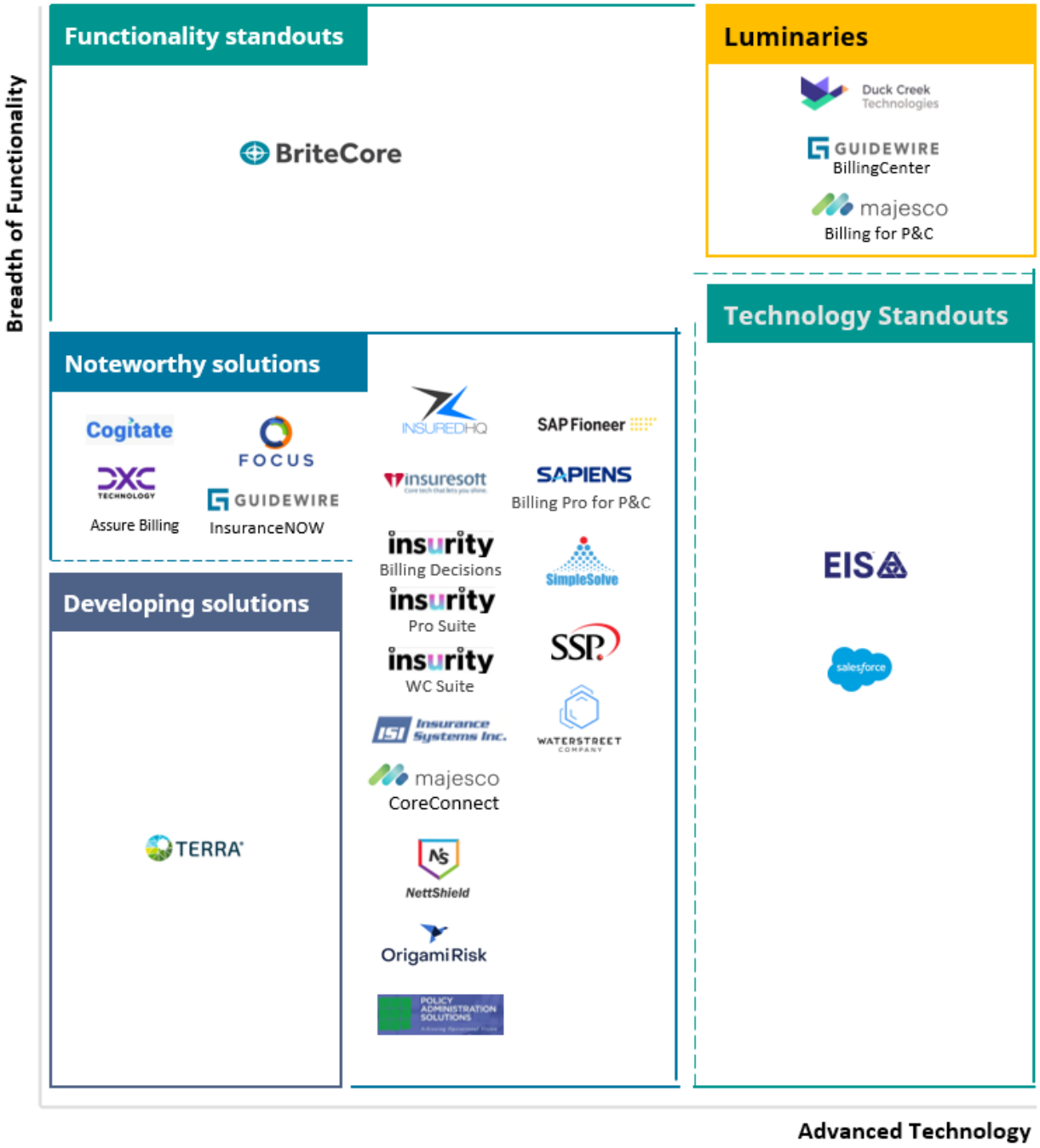
The five categories are:

- Luminary: Excels in solution capabilities; 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: Typically, new to the market. They may have the potential to mature into a market challenger.

The matrix appears on the following page.

© Celent

Figure 1: Celent Technical Capability Matrix



Profiles

© Celent

Majesco: Majesco Billing for P&C

Company and Product Snapshot

Table 1: Company Snapshot

Year Founded	1982
Headquarters	Morristown, New Jersey, United States
Number of Employees	3,500
Revenues (USD)	Confidential
Financial Structure	Private
VendorMatch Link	Majesco Billing for P&C

Source: Vendor RFI

Table 2: Product Snapshot

Name	Majesco Billing for P&C
Year Originally Released	1992
Current Release and Date of Release	Spring 2026 Update 4 (2026.07.00)/2026
Revenue Derived from the Product	Confidential
R&D Expense	R&D expense over the past two years has been 15-20% of total revenue attributed to this solution
FTEs Providing Professional Services for Product	340
Notable Clients	NA: Erie Insurance, Arch Insurance, Crum & Forster

Source: Vendor RFI

© Celent

Functionality

Table 3: Suite Availability

Suite Component	Availability
Policy Administration	■
Claims Administration	■
Reinsurance	✕
Rating Engine	■
Distribution Management	■
Business Intelligence	■
Data Warehouse	■

Legend: ✔ = Integrated into the Module; ■ = Separate Module available from this vendor; ● = Through another vendor; ✕ = Not available

Source: Vendor RFI

Functionality

Table 4: Functionality

Category	Function	In Production	Supported But Not in Production	Not Supported
Billing and Payments	Direct (to policyholder) bill	●		
	Agency bill	●		
	Account bill	●		
	Statement billing	●		
	Account current billing	●		
	Mortgagee billing	●		
	Group billing	●		
	Payroll billing	●		
	Equity-based and non-equity-based billing	●		
	Business user configurable bill plan rules and bill plan configuration	●		
	PCI security compliance - capture and store processing within billing system			●
	PCI security compliance - token processing	●		
Commissions	Commission calculations	●		
	Disbursements for commissions	●		
Workflow	Automated alerts - e.g., bottlenecks, past dues	●		
	Integration with Oden for cancellation information exchange	●		
Rules	Payment allocation rules	●		

Category	Function	In Production	Supported But Not in Production	Not Supported
	Cash application rules	●		
	Electronic dispute management, issue tracking, and escalation	●		
Electronic bill	Electronic bill presentment and payment for agents	●		
	Electronic bill presentment and payment for policyholders	●		
Business Intelligence	Management reporting dashboard	●		

● = 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 roadmap
● = Could develop, would be considered customization
● = Not available /not applicable

Source: Vendor RFI

AI/Gen AI/Agentic AI Functionality

Table 5: AI/Gen AI/Agentic AI Functionality

Category	Function	In Production	Supported But Not in Production	Not Supported
Foundation and Architecture	Includes a native AI orchestration or agent framework to automate multi-step processes	●		
AI-assisted Billing Operations	AI provides summarized views of customer billing accounts (e.g., payment history, delinquency status, balance explanation)	●		
	AI generates natural-language explanations of billing activity (e.g., “why was this invoice higher/lower?”)	●		
	AI supports customer service or billing staff by answering billing-related questions within the application	●		
Delinquency and Collections Intelligence	AI predicts likelihood of customer delinquency or non-payment			●
	AI prioritizes collections work queues based on predicted risk or recovery likelihood			●
	AI recommends payment arrangements or installment plans for delinquent accounts			●
	AI identifies accounts suitable for proactive outreach before delinquency occurs			●
Payments and Cash Application	AI assists in matching payments to invoices or open receivables (cash application)			●
	AI identifies and suggests resolution for unapplied or partially applied cash			●

Category	Function	In Production	Supported But Not in Production	Not Supported
	AI detects payment anomalies (e.g., duplicates, overpayments, underpayments, and suspicious activity)			●
Agency Bill and Commission Support	AI identifies agencies or producers with unusual payment or remittance patterns			●
	AI highlights commission discrepancies or unexpected commission changes for review			●
Communications and Document Generation	AI generates customer-facing billing communications (e.g., reminders, delinquency notices, or explanations of charges)			●
	AI drafts internal notes or case summaries for billing or collections activity	●		
Agentic AI / Automation	AI can autonomously execute multi-step billing workflows (e.g., investigate delinquency, assess account history, take actions, and route for approval when needed)	●		
	AI can create system transactions (e.g., tasks, payment plans, reinstatement requests, adjustments) without user intervention.	●		
	AI supports decisioning with configurable human approval thresholds before executing financial or policy-impacting actions	●		
Agency Bill Reconciliation	The system can use AI to automatically reconcile agency bill transactions, matching payments, premiums, commissions, taxes, and fees even when exact matches are not available	●		
	The system can identify and explain reconciliation exceptions, providing the likely cause of unmatched or out-of-balance transactions and recommending corrective actions	●		
	The system can extract and interpret remittance information from structured and unstructured documents, including spreadsheets, PDFs, emails, and scanned remittance advice, to improve reconciliation accuracy	●		
Governance, Transparency, and Auditability	Maintains full audit logs of AI agent activities and generated outputs	●		
	The system provides transparency into why AI-generated recommendations were made (explainability).	●		
	Includes tools to monitor bias, drift and quality in GenAI outputs			●
Agent Configuration and Management	Insurers can configure or define new AI agents without custom coding			●
	System can simulate agent behavior in a sandbox prior to deploying to production			●
	Users can adjust an agent's role, data access scope, and decision thresholds via configuration settings			●

© Celent

● = 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

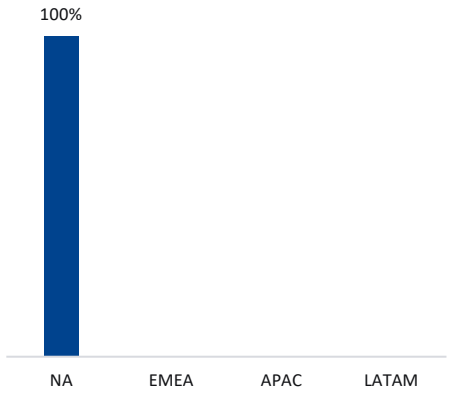
Line of Business	NA	EMEA	APAC	LATAM
Personal Auto	✔	☐	☐	☐
Homeowners / Home	✔	☐	☐	☐
Renters / Contents	✔	☐	☐	☐
Umbrella	✔	☐	☐	☐
Commercial Auto	✔	☐	☐	☐
Commercial Property	✔	☐	☐	☐
Commercial Liability	✔	☐	☐	☐
Workers' Compensation	✔	☐	☐	☐
Medical Professional Liability	✔	☐	☐	☐
Other Professional Liability				
Business Owner's Policy (BOP)	✔	☐	☐	☐
Surety and Fidelity	✔	☐	☐	☐
Excess Policies	✔	☐	☐	☐
Directors and Officers' Liability	✔	☐	☐	☐
Other	✕	✕	✕	✕

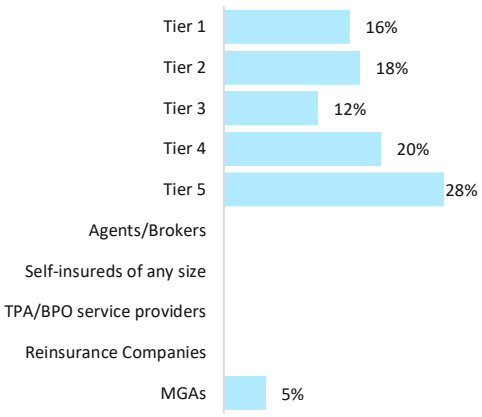
Legend: ✔ = In production; ☐ = Supported but not in production; ✕ = Not supported

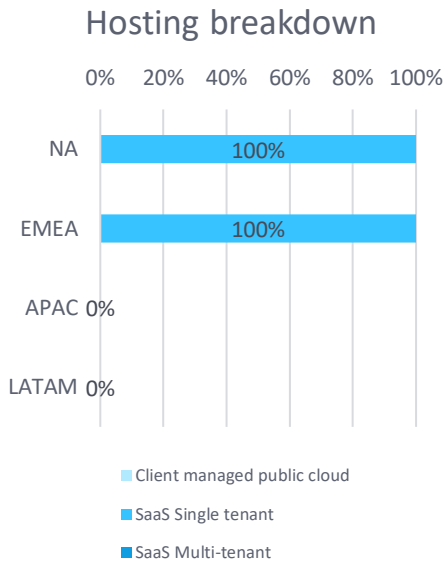
Source: Vendor RFI

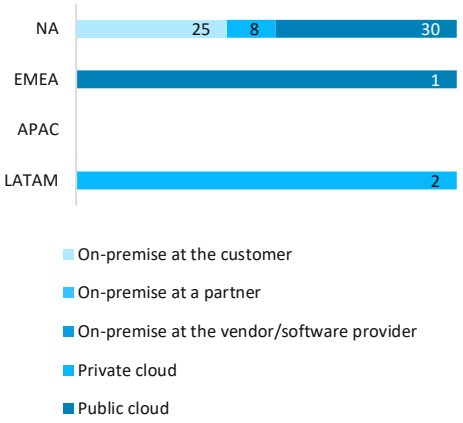
Customer Base

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









Source: Vendor RFI

Table 8: Implementations by Country

Region	Countries
North America	United States
Europe	
Middle East	
Africa	
Asia-Pacific	

© Celent

Region	Countries
Central America	Mexico
South America	
Caribbean	

Source: Vendor RFI

Technology

Table 9: Technology Options

Technology Options	Responses	
Code Base	Java: 90%; JavaScript: 10%;	
Integration Methods	API (Restful or SOAP); Web hooks; streaming services; Web services; RESTful HTTP style services; JSON format; MQSeries, JMS, or similar queue technology; custom APIs; flat files	
API Details	✔	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: SaaS Capabilities

Elements	Availability
Support a multi-tenant architecture	✕
Type of effort required to update the solution	Automated scripts - mostly automated
Cadence of upgrades for multi-tenant deployments	NA
Deployment approach supports elasticity	Yes

Elements	Availability
Current API-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	Not disclosed
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 11: Change Tooling and Upgrades

Types of Changes	Availability
Business Rule Definition	✔
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 12: 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, and AppExchange	✕	✕	✕	✕
Other	✕	✕	✕	✕

© Celent

Providers	NA	EMEA	APAC	LATAM
Legend: ✔ = In production; ☐ = Supported but not in production; ✕ = Not supported				

Source: Vendor RFI

Partnership

Table 13: Implementation and Support

Type of Partnership	Partner Vendor
System Integrators	Strategic partnerships with IBM, Deloitte, Capgemini, PwC, KPMG, Ernst & Young, and other system integration partners.
Fintech Partners	Fintech partnerships with a number of vendors including Appulate, cybersource, Denim, DMS, Door3, Dropin, eGain, Elafris, Fenris, Fusion, HazardHub, ISO, Life.io, etc. Majesco has a partner ecoexchange, details can be accessed here: https://www.majesco.com/ecoexchange/

Source: Vendor RFI

Implementation, Support, and Pricing

Table 14: Implementation, Support, and Pricing

Typical Implementation Team Size	6 to 10
Resource Breakdown	Vendor: 75%; Client: 25%
Location of Employees	102 employees in North America, 3 in EMEA, 640 employees in Asia-Pacific
Average Time to Implementation	Initial Implementation: 4 to 6 months 2nd and subsequent line of business: 1 to 3 months 2nd and subsequent states/jurisdictions: 1 to 3 months
Pricing Models	Term license, Enterprise license, Subscription based license, Other

Source: Vendor RFI

Majesco: CoreConnect Billing

Company and Product Snapshot

Table 15: Company Snapshot

Year Founded	1982
Headquarters	Morristown, New Jersey, United States
Number of Employees	3,500
Revenues (USD)	Confidential
Financial Structure	Private
VendorMatch Link	CoreConnect Billing

Source: Vendor RFI

Table 16: Product Snapshot

Name	CoreConnect Billing
Year Originally Released	2012
Current Release and Date of Release	Majesco makes substantive bi-annual releases of updates to its entire suite of products/2026
Revenue Derived from the Product	Privately held company
R&D Expense	R&D expense over the past two years has been 5% of total revenue attributed to this solution.
FTEs Providing Professional Services for Product	50
Notable Clients	NA: Palomar; Convex; Farmers; Embark

Source: Vendor RFI

© Celent

Functionality

No instances of the solution are in production as a standalone implementation.

Table 17: Suite Availability

Suite Component	Availability
Policy Administration	■
Claims Administration	■
Reinsurance	●
Rating Engine	■
Distribution Management	■
Business Intelligence	■
Data Warehouse	■

Legend: ✔ = Integrated into the Module; ■ = Separate Module available from this vendor; ● = Through another vendor; ✕ = Not available

Source: Vendor RFI

Functionality

Table 18: Functionality

Category	Function	In Production	Supported But Not in Production	Not Supported
Billing and Payments	Direct (to policyholder) bill	●		
	Agency bill	●		
	Account bill			●
	Statement billing	●		
	Account current billing	●		
	Mortgagee billing	●		
	Group billing			●
	Payroll billing			●
	Equity-based and non-equity-based billing	●		
	Business user configurable bill plan rules and bill plan configuration	●		
	PCI security compliance - capture and store processing within billing system	●		
	PCI security compliance - token processing	●		
Commissions	Commission calculations	●		
	Disbursements for commissions	●		
Workflow	Automated alerts - e.g., bottlenecks, past dues	●		
	Integration with Oden for cancellation information exchange	●		

Category	Function	In Production	Supported But Not in Production	Not Supported
Rules	Payment allocation rules	●		
	Cash application rules	●		
	Electronic dispute management, issue tracking, and escalation			●
Electronic bill	Electronic bill presentment and payment for agents	●		
	Electronic bill presentment and payment for policyholders	●		
Business Intelligence	Management reporting dashboard	●		

● = 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 roadmap
● = Could develop, would be considered customization
● = Not available /not applicable

Source: Vendor RFI

AI/Gen AI/Agentic AI Functionality

Table 19: AI/Gen AI/Agentic AI Functionality

Category	Function	In Production	Supported But Not in Production	Not Supported
Foundation and Architecture	Includes a native AI orchestration or agent framework to automate multi-step processes			●
AI-assisted Billing Operations	AI provides summarized views of customer billing accounts (e.g., payment history, delinquency status, balance explanation)			●
	AI generates natural-language explanations of billing activity (e.g., “why was this invoice higher/lower?”)			●
	AI supports customer service or billing staff by answering billing-related questions within the application			●
Delinquency and Collections Intelligence	AI predicts likelihood of customer delinquency or non-payment			●
	AI prioritizes collections work queues based on predicted risk or recovery likelihood			●
	AI recommends payment arrangements or installment plans for delinquent accounts			●
	AI identifies accounts suitable for proactive outreach before delinquency occurs			●
Payments and Cash Application	AI assists in matching payments to invoices or open receivables (cash application)			●
	AI identifies and suggests resolution for unapplied or partially applied cash			●

© Celent

Category	Function	In Production	Supported But Not in Production	Not Supported
	AI detects payment anomalies (e.g., duplicates, overpayments, underpayments, and suspicious activity)			●
Agency Bill and Commission Support	AI identifies agencies or producers with unusual payment or remittance patterns			●
	AI highlights commission discrepancies or unexpected commission changes for review			●
Communications and Document Generation	AI generates customer-facing billing communications (e.g., reminders, delinquency notices, or explanations of charges)			●
	AI drafts internal notes or case summaries for billing or collections activity			●
Agentic AI / Automation	AI can autonomously execute multi-step billing workflows (e.g., investigate delinquency, assess account history, take actions, and route for approval when needed)			●
	AI can create system transactions (e.g., tasks, payment plans, reinstatement requests, adjustments) without user intervention.			●
	AI supports decisioning with configurable human approval thresholds before executing financial or policy-impacting actions			●
Agency Bill Reconciliation	The system can use AI to automatically reconcile agency bill transactions, matching payments, premiums, commissions, taxes, and fees even when exact matches are not available			●
	The system can identify and explain reconciliation exceptions, providing the likely cause of unmatched or out-of-balance transactions and recommending corrective actions			●
	The system can extract and interpret remittance information from structured and unstructured documents, including spreadsheets, PDFs, emails, and scanned remittance advice, to improve reconciliation accuracy			●
Governance, Transparency, and Auditability	Maintains full audit logs of AI agent activities and generated outputs			●
	The system provides transparency into why AI-generated recommendations were made (explainability).			●
	Includes tools to monitor bias, drift and quality in GenAI outputs			●
Agent Configuration and Management	Insurers can configure or define new AI agents without custom coding			●
	System can simulate agent behavior in a sandbox prior to deploying to production			●
	Users can adjust an agent's role, data access scope, and decision thresholds via configuration settings			●

© Celent

- = 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 20: Lines of Business Supported

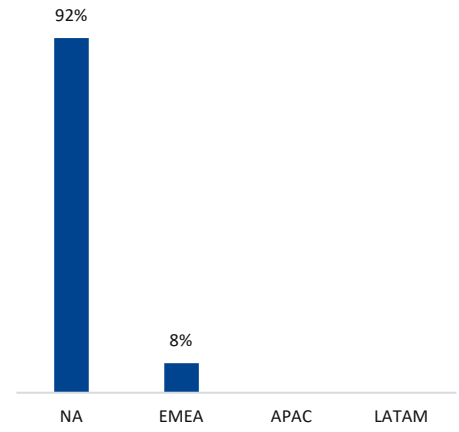
Line of Business	NA	EMEA	APAC	LATAM
Personal Auto	✔	☐	☐	☐
Homeowners / Home	✔	☐	☐	☐
Renters / Contents	✔	☐	☐	☐
Umbrella	✔	☐	☐	☐
Commercial Auto	✔	☐	☐	☐
Commercial Property	✔	☐	☐	☐
Commercial Liability	☐	☐	☐	☐
Workers' Compensation	☐	☐	☐	☐
Medical Professional Liability	☐	☐	☐	☐
Other Professional Liability	✔	✔	☐	☐
Business Owner's Policy (BOP)	✔	☐	☐	☐
Surety and Fidelity	✔	☐	☐	☐
Excess Policies	☐	☐	☐	☐
Directors and Officers' Liability	✔	☐	☐	☐
Other	✕	✕	✕	✕

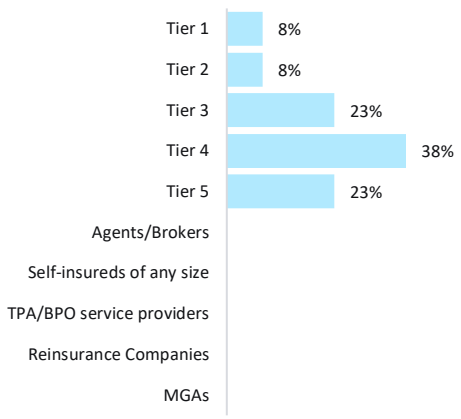
Legend: ✔ = In production; ☐ = Supported but not in production; ✕ = Not supported

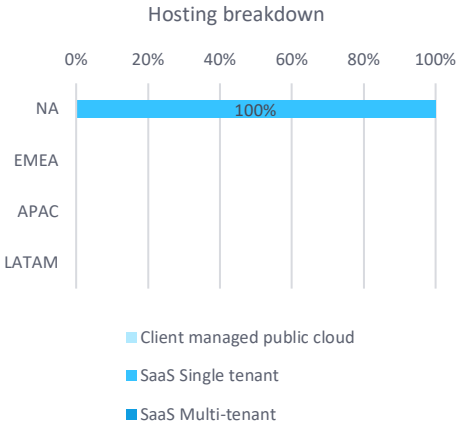
Source: Vendor RFI

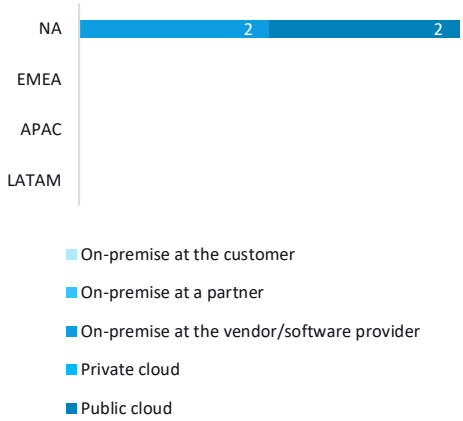
Customer Base

Table 21: Client Base by Size and Deployment Option (Global)









Source: Vendor RFI

Table 22: Implementations by Country

Region	Countries
North America	United States
Europe	
Middle East	
Africa	
Asia-Pacific	
Central America	
South America	
Caribbean	

Source: Vendor RFI

Technology

Table 23: Technology Options

Technology Options	Responses	
Code Base	C#: 90%; Other: 10%	
Integration Methods	API (Restful or SOAP); Web services; HTTP; RESTful HTTP style services; JSON format; custom APIs; flat files	
API Details	✔	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: ✔ = Yes; ✕ = No

Source: Vendor RFI

Table 24: 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	NA
Deployment approach supports elasticity	Yes, automatically
Current API-related strategy	Pre-connected cloud environment (fully connected and ready to use)
Ability of the deployment model to leverage a serverless approach	✔
Ability to enable independent services (microservices)	✔
Proportion of the system architected as microservices	Over 80%

Elements	Availability
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 25: Change Tooling and Upgrades

Types of Changes	Availability
Business Rule Definition	✔
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 26: 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, and AppExchange	✕	✕	✕	✕
Other	✕	✕	✕	✕

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

Source: Vendor RFI

Partnership

Table 27: Implementation and Support

Type of Partnership	Partner Vendor
System Integrators	None noted
Fintech Partners	None noted

Source: Vendor RFI

Implementation, Support, and Pricing

Table 28: Implementation, Support, and Pricing

Typical Implementation Team Size	6 to 10
Resource Breakdown	Vendor: 50%; Client: 50%
Location of Employees	Eight in North America
Average Time to Implementation	Initial implementation: 12 - 18 months 2nd and subsequent line of business: 1 to 3 months 2nd and subsequent states/jurisdictions: 1 to 3 months
Pricing Models	Term license, enterprise license, subscription based license

Source: Vendor RFI

Concluding Thoughts

For Insurers

There is no single billing platform that is the right choice for every insurer. The market offers a wide range of solutions, each with different strengths, architectural approaches, implementation models, and target customers. Selecting the right platform begins with a clear understanding of the insurer's own business strategy and operational priorities. An organization's mix of business lines, distribution channels, geographic footprint, legacy technology landscape, internal IT capabilities, growth objectives, and appetite for transformation will all influence which vendors are the best fit.

Insurers should also carefully evaluate the operating model they want to support. Some organizations have large, technically sophisticated IT teams that prefer highly configurable platforms and significant control over development and integration. Others seek cloud-native, SaaS-based solutions where the vendor assumes much of the responsibility for upgrades, maintenance, security, and ongoing innovation. Neither approach is inherently better—the optimal choice depends on the insurer's resources, culture, and long-term technology strategy.

Modern billing platforms increasingly provide extensive out-of-the-box functionality while also offering robust configuration tools that enable insurers to adapt products, workflows, payment options, and business rules without extensive custom development. Increasingly, vendors are embedding AI capabilities to automate routine billing operations, improve exception handling, simplify agency bill reconciliation, detect anomalies, and enhance customer service. As these capabilities mature, insurers should evaluate not only current functionality but also each vendor's AI roadmap and its ability to support future operational models.

When evaluating billing solutions, insurers should focus on five key areas:

- **Business functionality.** Assess the capabilities available out of the box for the required lines of business, distribution models, payment methods, and geographic markets. Validate which capabilities are already in production with existing customers rather than relying solely on product roadmaps.

- **Technology architecture.** Evaluate the platform's cloud strategy, API and integration framework, data model, security, scalability, configuration tools, and overall architectural flexibility to support future business needs.

- **AI and automation strategy.** Consider the vendor's current AI capabilities, vision for agentic workflows, and ability to automate billing operations, customer interactions, reconciliation, and financial processes while maintaining appropriate governance and controls.

- **Vendor viability and commitment.** Review the vendor's financial stability, insurance expertise, customer base, product investment, implementation ecosystem, and long-term commitment to the billing solution.

© Celent

- Implementation and ongoing support. Evaluate implementation methodology, partner ecosystem, upgrade process, customer support, and the vendor's track record delivering successful projects of similar size and complexity.

For Vendors

The billing systems market has become increasingly competitive as solution providers have invested heavily to modernize their platforms. Most leading solutions now offer mature core functionality, extensive configuration capabilities, cloud deployment options, and API-first architectures that simplify integration with the broader insurance technology ecosystem. As these capabilities become standard expectations rather than competitive differentiators, vendors must look elsewhere to distinguish themselves.

At the same time, insurers are raising the bar. They expect billing platforms to deliver not only operational efficiency but also exceptional customer and distributor experiences, rapid implementation, continuous innovation, and the flexibility to adapt as business models evolve. The emergence of AI is creating a new wave of differentiation, with carriers increasingly evaluating how vendors can automate work, improve decision-making, and enable more intelligent financial operations.

Celent believes vendors can best differentiate themselves by:

- **Delivering exceptional user experiences.** Continue improving usability for customer service representatives, finance teams, agents, managers, and policyholders by simplifying complex workflows and reducing training requirements.
- **Embedding AI throughout the platform.** Invest in generative and agentic AI to automate routine billing activities, improve agency bill reconciliation, resolve payment exceptions, assist customer service representatives, and proactively identify risks and opportunities.
- **Expanding the partner ecosystem.** Build a broad ecosystem of complementary technology providers and insurtech partners that can be easily integrated to extend platform capabilities.
- **Accelerating implementation and time to value.** Reduce implementation complexity through preconfigured templates, migration tools, industry best practices, and streamlined deployment methodologies.
- **Advancing integration capabilities.** Continue expanding API-first architectures, event-driven frameworks, and orchestration capabilities that enable seamless connectivity across policy, claims, finance, payments, CRM, and digital engagement platforms.
- **Increasing business configurability.** Empower insurers to introduce new products, payment options, business rules, workflows, and AI-driven processes through configuration rather than custom development, enabling faster response to changing market conditions.

As AI capabilities become more deeply embedded in insurance operations, vendors that successfully combine modern architecture, intelligent automation, and business agility will be best positioned to differentiate themselves in an increasingly crowded market.

© Celent

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 front line 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.

© Celent

Related Celent Research

So, You Think You Want To Buy a Billing System
October 2026

Outsourced Billing Payments: A Snap Poll for the Celent Executive Panel
June 2026

The Payments Gap: What Consumers Want from their Insurance Payment Experience and What Carriers Deliver
May 2026

IT Spending in P&C Insurance: 2026 North American Edition
May 2026

Dimensions: North American Property/Casualty Insurance IT Pressures & Priorities, 2026 Edition
April 2026

Decoding the New Best-of-Breed Approach
March 2026

GenAI in Insurance
Jan 2026

Inbound Payments for Insurers 2026
Dec 2025

© Celent

Copyright Notice

Copyright 2026 Celent, a division of GlobalData Plc. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the written permission of Celent, a part of GlobalData ("Celent") and Celent accepts no liability whatsoever for the actions of third parties in this respect. Celent and any third party content providers whose content is included in this report are the sole copyright owners of the content in this report. Any third party content in this report has been included by Celent with the permission of the relevant content owner. Any use of this report by any third party is strictly prohibited without a license expressly granted by Celent. Any use of third party content included in this report is strictly prohibited without the express permission of the relevant content owner This report is not intended for general circulation, nor is it to be used, reproduced, copied, quoted or distributed by third parties for any purpose other than those that may be set forth herein without the prior written permission of Celent. Neither all nor any part of the contents of this report, or any opinions expressed herein, shall be disseminated to the public through advertising media, public relations, news media, sales media, mail, direct transmittal, or any other public means of communications, without the prior written consent of Celent. Any violation of Celent's rights in this report will be enforced to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

This report is not a substitute for tailored professional advice on how a specific financial institution should execute its strategy. This report is not investment advice and should not be relied on for such advice or as a substitute for consultation with professional accountants, tax, legal or financial advisers. Celent has made every effort to use reliable, up-to-date and comprehensive information and analysis, but all information is provided without warranty of any kind, express or implied. Information furnished by others, upon which all or portions of this report are based, is believed to be reliable but has not been verified, and no warranty is given as to the accuracy of such information. Public information and industry and statistical data, are from sources we deem to be reliable; however, we make no representation as to the accuracy or completeness of such information and have accepted the information without further verification.

Celent disclaims any responsibility to update the information or conclusions in this report. Celent accepts no liability for any loss arising from any action taken or refrained from as a result of information contained in this report or any reports or sources of information referred to herein, or for any consequential, special or similar damages even if advised of the possibility of such damages.

There are no third party beneficiaries with respect to this report, and we accept no liability to any third party. The opinions expressed herein are valid only for the purpose stated herein and as of the date of this report.

No responsibility is taken for changes in market conditions or laws or regulations and no obligation is assumed to revise this report to reflect changes, events or conditions, which occur subsequent to the date hereof.