



Guidewire Data Conversion Approach Paper

# Guided data conversion to Guidewire PolicyCenter™

Proven framework, accelerators and best practices for seamless automated data conversion.

**Cognizant**®

Guidewire InsuranceSuite™ enhances P&C insurers' ability to engage and empower their customers and employees by combining three elements—core processing, data and analytics, and digital engagement—into a technology platform. While Guidewire has been an effective replacement for legacy applications developed internally by insurance carriers, data conversion to Guidewire remains one of the less published topics. In this document, we will discuss policy data conversion to Guidewire PolicyCenter.

As part of an insurer's policy transformation journey, legacy and/or in-house policy administration systems are replaced by Guidewire PolicyCenter. The policy-related data needs to be sourced from various systems and converted to a format that can be consumed by Guidewire PolicyCenter. This is not an as-is data movement; hence, the term "data conversion" is more apt than "data migration."

Data conversion to Guidewire comes with its own set of challenges. Unless it is properly planned and executed by experts, insurers can risk effort, cost and schedule overruns, an incomplete and failed conversion, data loss and business bandwidth overhead, which can jeopardize the whole Guidewire program. Insurers must have the correct strategy and process in place for converting data from source(s) to Guidewire. That is where Cognizant can help. As one of the world's leading insurance technology advisers, we have a time-tested reusable framework, accelerators, best practices, and a trained and certified resource pool to help insurers of any size successfully convert data from legacy to Guidewire within their planned budget and timeline.

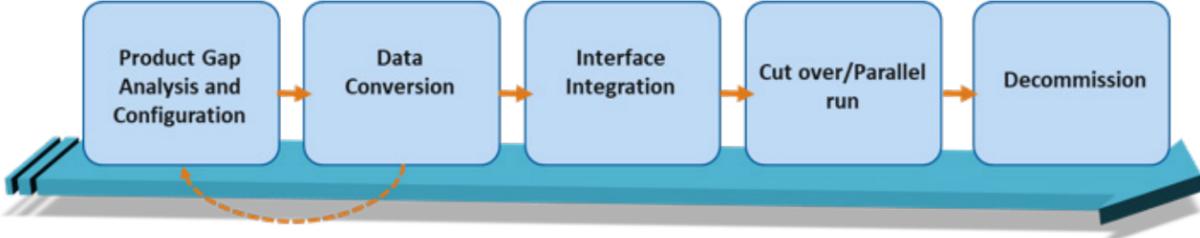
Before beginning a data conversion to Guidewire, we suggest that insurers discuss and answer the following key questions:

- 1. How do you plan a data conversion program?
- 2. What are the considerations for data conversion?
- 3. How will you do the conversion?

### HOW DO YOU PLAN A DATA CONVERSION PROGRAM?

More often than not, data conversion is just an afterthought of product configuration and all the initial focus is on the Guidewire product implementation. Such a philosophy can lead to a risky situation, possibly causing effort and cost overrun issues and a failure in data conversion.

It is recommended to treat data conversion as an important process from the initial planning phase and involve a data conversion specialist beginning with the product requirement analysis, gap analysis and product configuration workshops.



Data conversion activities start as early as gap analysis and run parallel until decommission

## WHAT ARE THE KEY CONSIDERATIONS FOR POLICY DATA CONVERSION?

It is important to carefully assess what data needs to be brought in from legacy source systems to Guidewire PolicyCenter for immediate business needs, future needs, analytical needs, regulatory compliance, etc.

What do you need to convert?

- ✓ Active policies and active customers
- ✓ All policies and claims
- ✓ Active claims

What are your decision points?

- ✓ Policy data should migrate on renewal? Or a big bang approach for all policies?
- ✓ Which data should you archive, how old should the data be that you archive and how should you archive?
- ✓ Which policy admin systems should be converted? Which ones should be archived?

Key considerations for a successful conversion:



The above key considerations for policy data conversion will help you decide whether to go for a manual, automated or hybrid approach. The manual approach is viable for insurers with low policy volume. For an automated conversion approach, the options to choose from include On Renewal, Big Bang, Guidewire DataHub™ On Renewal and Guidewire DataHub™ – Inforce.

The most common approach for policy data conversion is on renewal, wherein all the policies are not converted in a big bang approach; rather, policy data is converted over an extended period of time (for example, one year) based on the renewal periods. All policies with a renewal date within a certain time frame (for example, six weeks) are considered for conversion. Depending on the policy volume of each product, the hybrid approach can be considered as well. This document focuses on the automated data conversion approach, which can accommodate both the on renewal and big bang approaches.

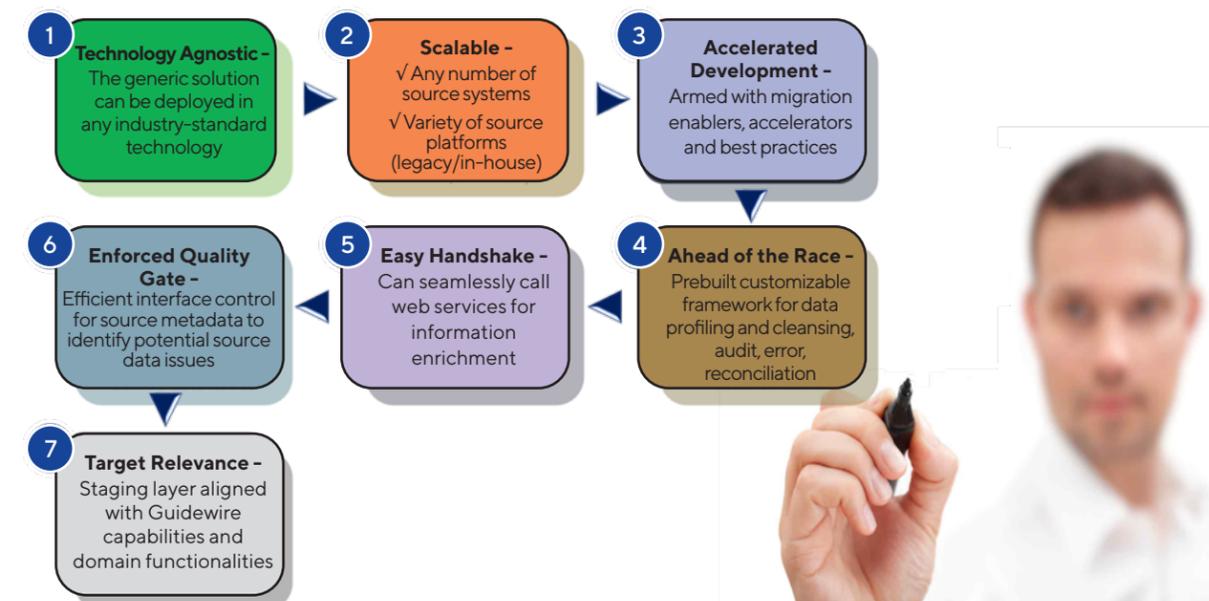
## HOW WILL YOU DO THE DATA CONVERSION?

We see data conversion programs struggling with some typical challenges across the globe: lack of documentation, unavailability of legacy subject-matter experts, source data quality issues, data not reconciling, risk of data loss and risk of cost/effort/schedule overruns, etc.

Guidewire PolicyCenter offers standard out-of-the-box features that are customized or enhanced per business requirements. Guidewire PolicyCenter requires data in a predefined structure for successful loading into Guidewire. This structure is standardized by Guidewire product but subjected to change as a result of customization of the product; hence, it may need redesigning in certain cases.

A successful data conversion needs an architecture that can seamlessly integrate and transform data from various source systems to the Guidewire expected format.

Leveraging the experiences of many successful Guidewire PolicyCenter data conversion programs, Cognizant created the “**Guidewire Data Conversion Framework (GDCF).**”



Guidewire data conversion needs to follow a robust, automated data conversion framework that will:

- ✓ Be technology-agnostic and reusable
- ✓ Identify data issues upfront
- ✓ Reduce the cost and time of data conversion
- ✓ Provide transparency in data conversion via end-to-end reconciliation across all layers of data movement
- ✓ Ensure successful data conversion

**Cognizant’s GDCF offers all of these, which helps customers circumvent on-the-ground challenges.**

## WHAT SKILL SETS ARE REQUIRED FOR THE DATA CONVERSION?

Data conversion to Guidewire requires specific roles and skills. Our experience suggests that successful data conversions require the right talent in the right roles. These include Guidewire data architects; data conversion specialist; business analysts; data analysts; extract, transform, load (ETL) developers; ETL testers; functional testers; project managers; and data management and delivery specialists. While the depth and breadth of each role is largely based on the scope of the conversion, the lines of business, etc., having the right people in the right location with the right skills is absolutely essential.

## ABOUT COGNIZANT INSURANCE'S 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 to enable end-to-end digital transformation. Thirty-three of the top 50 U.S. 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 umpteen data conversion and integration engagements worldwide—we have converted and integrated more than 50 products, more than 7 million policies and more than 15 million claims. We work across COTS products, but 80% of our programs are on Guidewire.

We have proven, time-tested frameworks and accelerators and have 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](mailto:Guidewirecenter@cognizant.com).



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## 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 U.S. insurers benefit from our integrated services portfolio. We help our clients run better by driving greater efficiency and effectiveness while simultaneously helping them run differently by innovating and transforming their businesses for the future. Cognizant redefines the way its clients operate—from increasing sales and marketing effectiveness, to driving process improvements and modernizing legacy systems, to sourcing business operations. Visit us at [www.cognizant.com/insurance-technology-solutions](http://www.cognizant.com/insurance-technology-solutions).

## About Cognizant

Cognizant is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the United States, Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.

## Cognizant

### World Headquarters

500 Frank W. Burr Blvd.  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraiakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060

### Cognizant Digital Business

55 Hudson Yards  
New York, NY 10001 USA  
Phone: +1 212 879 6911