



Aviva Leverages Appian to Deliver on Digital Transformation Initiatives

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With the Appian Platform, Aviva is Anchoring Around the Customer, Removing Complexities and Streamlining Operations

RESTON, Va., Oct. 24, 2017 (GLOBE NEWSWIRE) -- Appian (NASDAQ:APPN) today announced Aviva, the UK's largest insurer and one of Europe's leading providers of life and general insurance, has deployed Appian's low-code platform to execute on its global digital transformation journey. Putting the customer first helps with Aviva's aim to deliver an unparalleled customer experience. Embedded in three key business units, Appian is helping to transform the way Aviva manages 'Life and Pensions,' 'General Insurance,' and 'Accident and Health.' Aviva has created more than 10 enterprise-grade applications on the Appian platform with a focus on automating processes, streamlining back office operations and creating a single customer view – decreasing operating costs as a result. The company has also digitized pension operations, modernized new product introduction and renewal of A&H products, and modernized underwriting in general insurance.

"Appian was selected as our global partner to support automation as part of our digital transformation," said Paula Whitwell-Lumsden, UKI Operations Strategy & Transformation Director at Aviva. "We are committed to providing our customers with the best experience possible and Appian allows us to create agile and scalable business applications to better meet customer demands. Appian has helped us not only to streamline current operations but also provide seamless integration with new technologies. This offers Aviva a true competitive advantage within the insurance industry."

Key benefits of Aviva transformation using the Appian Low-Code Enterprise Platform

- **Unified Legacy Systems:** Appian enables Aviva to bring together data about a customer from many policies, systems and databases enabling a faster and more accurate service.
- **Enhanced Customer Journey:** With 33 million customers in 16 countries, Aviva is focused on providing the best customer experience possible by streamlining and automating processes, as well as creating a single customer view with Appian [Records](#).

"Aviva's visionary approach to digital transformation takes full advantage of Appian's simple yet powerful low code platform to put the customer at the center of everything they do," said Mike Beckley, Chief Technology Officer, Appian. "Appian's unique Records virtual data architecture creates a 360 degree view of the customer while Appian's scalable process and rules engines combine to intelligently automate millions of transactions. Using our platform, Aviva experienced 40% efficiency gains with improved customer satisfaction in months, not years."

The Appian Platform leverages low-code technology to help businesses quickly expand innovative ideas into full-scale enterprise grade applications. Additional benefits include faster time-to-market, instant mobility, native cloud architecture, increased productivity, cost savings, incremental revenue, and improved customer engagement. From automating manual tasks to creating sophisticated enterprise applications that affect the bottom line, the Appian Platform can serve as a vital component of a company's digital transformation strategy.

For more information on Appian, [click here](#).

About Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation. For more information, visit <http://www.appian.com>.

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Source: Appian Corporation