Rethinking Enterprise Content Management for Digital Transformation in Insurance

Insurance carriers are navigating a massive surge of diverse data and content, which has exposed a critical flaw in their traditional operating models. While nearly every insurer understands the strategic importance of their data, outdated legacy systems continue to slow them down. These aging platforms break information into disconnected silos, forcing simple daily processes into slow, manual, and inefficient workflows. Therefore, insurers' most valued asset becomes a major operational obstacle. The promise of digital transformation is clear, but for many insurers, it remains out of reach, stalled by this very bottleneck. This whitepaper cuts through the complexity to show a better way forward.

Let's explore how insurance carriers, like you, can rethink your content strategy to:

Solve big problems:
Fix disconnected systems and meet compliance rules with ease

Drive overall performance
Find ways to work smarter and achieve more

Furthermore, you will learn:

How to modernize
Stop patching old systems and start building for the future

The power of new technology
See how AI turns static documents and dusty archives into dynamic, useful assets

How to grow
Learn how to broaden your value proposition and better serve your customers

A striking 74% of insurance companies still rely on old technology to perform core functions, and up to 70% of insurers' annual IT budgets are spent just on maintaining these legacy systems

Bain & Company highlighted that insurers are struggling to extract insights from their technology investments, and only 5-10% of carriers consistently capture value from their data and technology initiatives.

Older document storage solutions, including on-premises file servers and obsolete document management software, are inadequate to cater to modern insurers' needs. Some of the limitations include:

Hard to Find Information: Can't automatically sort or tag files, making searching for a specific policy or quote a slow, manual process

Can't Handle Today's Data: Built for basic documents, not the massive amount of modern data like emails, images, videos, and social media content of claims and any critical customer journeys

Don't Work Well with Other Tools: Closed-off systems that can't connect to new apps or AI, creating isolated data pockets and blocking automation

The Compliance & Customer Experience Challenge

The insurance sector is defined by a critical tension, there's an obligation to ensure rigorous data governance under frameworks like GDPR, SEC 17a-4, and CCPA, and the strategic necessity to provide effortless digital service delivery.

Regulatory Pressure

Must secure sensitive customer data and adhere to complex retention rules

Modern Expectations

Customers and agents demand mobile claims filing, real-time updates, and personalized digital service

Legacy systems fail on both fronts. Success requires agile, intelligent content platforms that ensure compliance while changing static documents into actionable knowledge for faster decisions and seamless experiences.

The Elephant in the Room: Three 'Giant' Problems for Insurers

For insurers, aging software impacts productivity and stifles innovation. These issues come from three flaws in the old way of doing things:

Siloed Operations

Data is stuck in separate systems for different insurance types (like auto or life). This hides the big picture of a business

Integration Challenges

Integration issues between old systems and new platforms block real-time data flow

Higher Compliance Risks

Legacy systems lack the agility to update when regulations change, significantly in creasing the company's exposure to legal action and financial penalties

Fragmented technical architecture has been the biggest obstacle to change. Core systems, including policy administration and claims management, maintain separate data with inconsistent formats. The result is a complex ecosystem where simply accessing and leveraging content becomes a major bottleneck.

The downstream effects are severe. A claims adjuster might struggle to find an underwriting file stored in another system. Furthermore, the financial burden is substantial. The upkeep of these legacy systems consumes a large portion of IT budgets, diverting precious resources from innovation and growth back into mere maintenance.

Forrester recently shared a glaring fact that most insurance leaders have 'very low confidence' in their data's ability to meet customer and competitive demands due to these silos. Integration with core policy administration systems (PAS) and other core platforms remains complex but critical for ECM success.

An intelligent ECM platform must bridge these systems so that content flows across the insurance value chain, from quote to claim, without manual effort.

How Modern Systems Enhance Efficiency

Modernizing content management unlocks subsequent improvements in operational performance, customer service, and even revenue growth. For carriers, notable business gains are:

Intelligent ECM systems, powered by Agentic AI, and integrated with workflows can dramatically cut process time. Automating content capture and routing eliminates manual hand-offs

Underwriters using modern document processing handle submissions faster, translating to issuing policies quicker

An intake agent automates straight-through processing (STP) with intelligent classification, data extraction, and indexing, ensuring documents are instantly routed to the correct queue without human intervention.

Enforce document retention policies and consent forms and track every access or change for audit purposes to reduce the risk of fines or litigation due to mishandled information

Consistently apply privacy rules, for instance, auto-redacting personally identifiable information (PII) in adjuster notes or correspondence, to properly handle sensitive data

When ECM systems are connected with claims systems and content-centric workflows, insurers can accelerate claims handling and reduce errors. Digital intake of claims documents (e.g. photos of an accident, medical bills) allows adjusters and algorithms to triage and act immediately)

Businesses today no longer treat content as static files but as dynamic knowledge. In practice, this means building knowledge bases on top of enterprise content. Rather than a claims manual PDF sitting idle in a folder, think if that manual content is parsed and stored so that AI can understand questions about it, such as what's the procedure for claim type X in Florida? and provide an answer within a few seconds. This is how forward-thinking insurers are extracting critical insights from their document repositories.

Seamless data flow is another crucial need that ensures real-time sync between ECM and core platforms for accurate and up-to-date information. Automating document-centric processes like policy issuance and claims adjudication helps reduce cycle time and errors.

The end game is faster, more intelligent decision-making at every level of the organization. Underwriters can decide on complex risks faster because they have all the insights. Claim managers can confidently approve or deny claims because precedent and policy language are instantly checked. GenAI thus helps insurers overcome the traditional latency between data -> information -> decision.

BCG study noted that 89% of executives believe AI/GenAI is a top-three priority and 85% plan to increase spending precisely because they see its potential to deliver cost savings and growth via these smarter decisions.

Modernizing Insurance Operations Through Content Intelligence

Intelligent document processing empowers insurers to handle vast volumes of diverse content with speed, accuracy, and consistency. This is essential for key processes that rely on information scattered across multiple formats and sources.

The Core Challenge

Processes like new business onboarding, underwriting, and claims depend on data locked in:

- **Formats**: PDFs, TIFFs, Word, Excel, RTF
- **Sources**: Scanners, enterprise repositories, email

The Intelligent Solution

1. Automated Ingestion and Pre-processing

Ensures cleaner inputs to accelerate downstream handling through:

- Orientation detection
- Skew correction
- Noise removal
- Image cleanup

2. AI-driven Classification and Data Extraction

Eliminates time-intensive manual sorting during intake by using:

- OCR, ICR, OMR, and barcode recognition
- Advanced auto-classification
- Rule-based and machine learning models

These capabilities automatically help:

- Route documents to the right expert (e.g., underwriters, claim adjusters)
- Create tasks directly in core systems
- Identify and classify forms, prescriptions, emails, and medical records

The Tangible Results:

For Claims Teams

- Faster access to verified information
- Accelerated settlements
- Complete audit trails with role-based security

For Underwriters

- Ability to extract and analyze risk-related data (e.g., locational intelligence)
- Faster, more policy-aligned decisions

The ability to push validated data directly into policy administration and claims systems:

- Reduces turnaround time
- Enhances compliance readiness
- Delivers stronger customer experiences

A streamlined content lifecycle that improves operational efficiency, supports underwriters and claims adjudicators with accurate decision-making, and builds lasting trust throughout the insurance value chain.

How NewgenONE Solves These Challenges

Newgen provides an AI-first, low-code digital transformation platform, specializing in content services, process automation, and communication management capabilities.

The platform offers comprehensive capabilities, including document collaboration, process automation, and built-in information governance. The platform has been designed to manage end-to-end insurance workflows. It comes with pre-built content models, strong integrations with core insurance systems, and customized templates to manage day-to-day insurance processes.

Integration and Efficiency

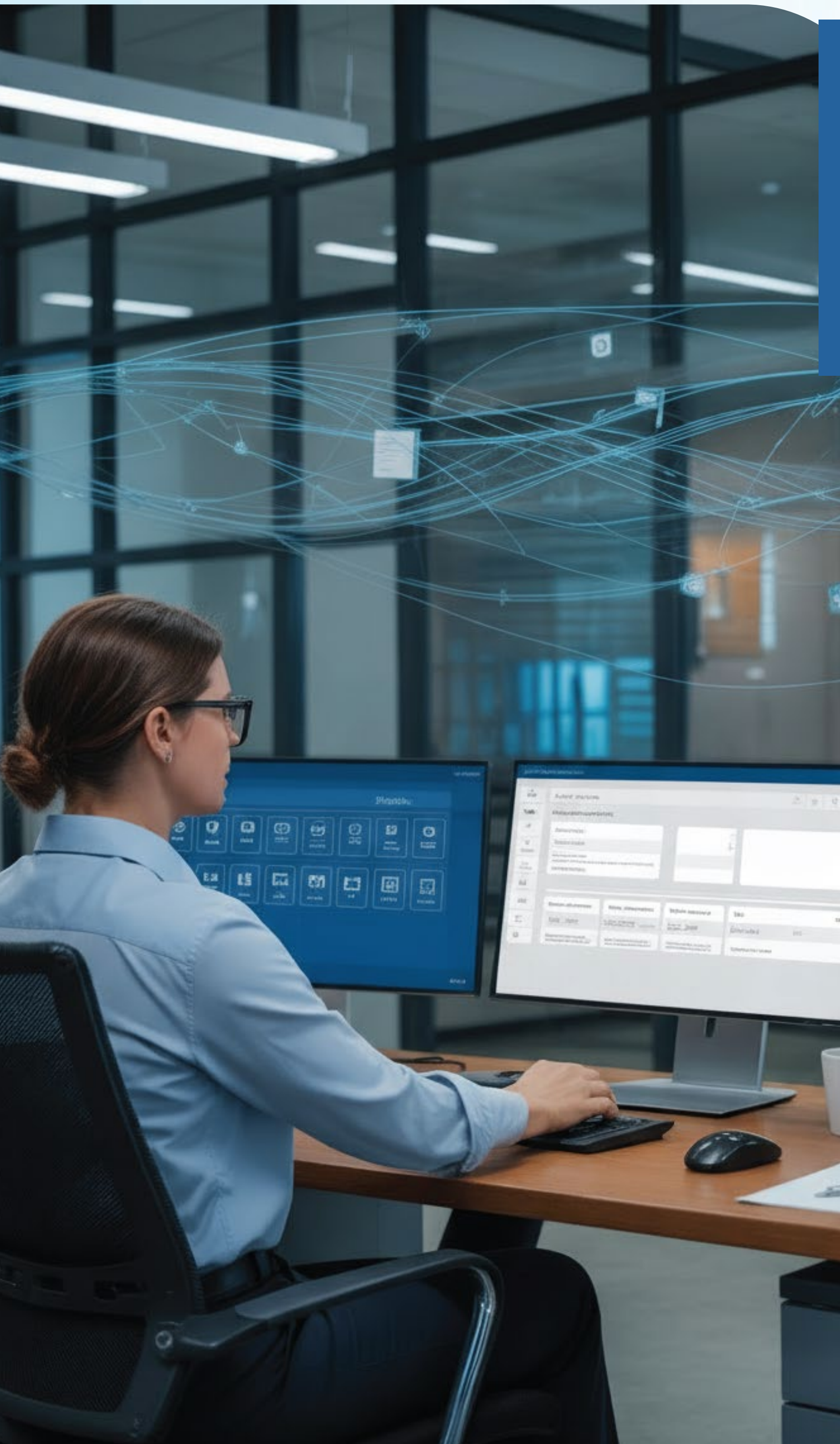
NewgenONE ECM WorkDesk integrates smoothly with core platforms, such as **Guidewire, Duck Creek, and INSIS-Fadata.** This integration offers a unified interface for accessing and managing enterprise-wide content, streamlining document handling, and enhancing operational efficiency. Furthermore, some of the core features include:

Single-window access for retrieval of content

Simplified file management to minimize overall processing time

End-to-end document operations, including capture, classification, and overall management

Newgen enables insurers to modernize legacy systems with minimal disruption. The platform supports automated migration through intelligent document parsing, metadata mapping, and policyholder linking. Its AI/ML-driven data extraction captures key information from claims, policies, invoices, and KYC documents, reducing manual effort and errors. This streamlines content workflows across underwriting, claims, and servicing, improving turnaround time, reducing cost, and improving compliance & customer experience.



Insurers who have invested in a content repository in the past can either connect the repository with NewgenONE and utilize the legacy or easily migrate to NewgenONE with our powerful migration tools at their disposal.

A standout feature of NewgenONE is its GenAI-powered intelligent AI agents, which perform tasks like content validation, summarization, and user interaction. For instance, NewgenONE Marvin can instantly summarize policies and case files, extracting key details to support data-driven decisions.

NewgenONE is designed to scale with growing business needs, delivering agility, governance, and integrated content experiences in a single-window environment.

About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native process automation, content services, customer engagement, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

For Sales Query

AMERICAS: +1 (202) 800 77 83
CANADA: +1 (202) 800 77 83
AUSTRALIA: +61 290 537174
INDIA: +91 11 407 73769
APAC: +65 3157 6189
MEA: +973 1 619 8002, +971 445 41365
EUROPE: +44 (0) 2036 514805

info@newgensoft.com
www.newgensoft.com

Oct 2025

newgen