

Accelerate Insurance Innovation With Salesforce Digital Direct

Bypass the Friction of Legacy Institutional Control

One-third of insurance CEOs plan on making investments in the near future with innovative business models or products to extend product-line growth. Their success, however, will be challenged based on the ability to operate within the existing scale of the current corporate infrastructure.

Today's modern insurance model requires digital tools to break down operational silos and enable the free flow of customer data, relevant experiences, and program information in support of a unified, personalized customer experience across all touchpoints.

Transform With Salesforce Digital Direct

Salesforce Digital Direct is an integrated solution that empowers insurers to quickly stand up a scalable operating model to support innovation and new go-to-market strategies without the friction and burden of legacy institutional control.



Specific benefits include:

- **Speed to Market:** Quickly secure a stake in strategically important markets with profitable growth potential
- **Ease of Use:** Deliver effortless service anytime and anywhere
- **Risk Reduction:** Test new concepts with low overhead/complexity
- **Reverse Transformation:** Exist independent of legacy technology and processes but still operate critical value chain capabilities

Why Perficient

Perficient's dedicated insurance practice builds personalized solutions that work to redefine the industry and address critical challenges.

We are a Salesforce Partner with more than two decades of experience delivering digital solutions for financial services and insurance clients. Our team has the deep experience in artificial intelligence, DevOps, and specialized domains to help you reap all the benefits of integrating the Salesforce Digital Direct solution.

“Increasing competition will drive insurers to make investments in technologies and platforms that drive business efficiency and expand market reach and access to customers.”

- Forrester Research