



# Guidewire Analytics and Data Services (ADS)

## Customer Success

### DATA SHEET

For today's modern insurer the pace of decision making has increased, data is abundant, and advances in technology have opened new opportunities to harness new data sources at "Internet scale" and to apply new analytic techniques to visualize data and mine it for predictive insight. The Guidewire Analytics and Data Services (ADS) business unit provides solutions that make existing insurance products more relevant and create new insurance products in emerging risk areas such as cyber, supply chain risks, and reputation risks.

*The ADS mission is to enable our customers to create and capture value through analytics.*

The ADS mission is served by two key value propositions:

- **Operational Analytics:** Enables a true **Smart Core™** system by embedding actionable predictive insights into the distribution, marketing, service, and claims processes
- **Risk Analytics:** Drives new premium growth with better risk selection, underwriting, and pricing.

#### CUSTOMER SUCCESS HIGHLIGHTS

- Provide product-specific guidance with a "hands-on" approach.
- Empower your teams to deliver meaningful value and business insights.
- Share industry and product-specific best practices.

#### KEY BENEFITS

- "One hand to shake": a single point of contact
- Recurring and iterative value proposition definition
- Multiplies the productivity of your team at no additional cost
- Provides an advocate for your team to leverage the expertise of the Guidewire product development

To maximize your return on investment and to empower your teams to deliver more meaningful solutions to your business questions, ADS has a dedicated Customer Success team. This team works directly with your leadership, team managers, and analytics staff so that you can increase your ability to leverage your Guidewire investments to deliver insightful, actionable, and significant returns. Customer Success is built into how Guidewire delivers our solutions and is available for of our ADS customers at no additional service cost.

The Customer Success team eases the burden on your team by providing starter kits, leading industry guidance, tool-specific expertise, increased transparency in how the tools work and direct coaching, as well as detailed training. In addition, Customer Success helps your teams identify, elaborate, and quantify use cases that the tools can help resolve in an evolving pattern that mirrors the updates in your business and operations plans.

## External and Internal Facing

Customer Success focuses on making sure that your organization realizes significant value from your Guidewire investment. Delivering on this mission has both external-facing (customer) and internal-facing (Guidewire) aspects:

External Facing (Customer)	Internal Facing (Guidewire)
<ul style="list-style-type: none"> <li>• Increase product adoption and usage</li> <li>• Measure, track, and drive ROI based on client agreed metrics</li> <li>• Help client teams refine their approach to solving business problems (use cases)</li> <li>• Work with client teams to articulate additional use cases (expand, cross-sell, up-sell)</li> <li>• Demonstrate and encourage best practices and usage patterns</li> <li>• Deliver customer training</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinating between multiple teams (Product, Development, Upgrade, Professional Services, Support, Enablement, Education)</li> <li>• Removing obstacles to a rapid response to customer questions</li> <li>• Being the voice of the customer for product improvements</li> <li>• Ensuring that our internal investments are aligned with customer perceptions of value delivered</li> </ul>

## Customer Success in Operation

The Guidewire Customer Success methodology focuses on working closely with your teams to understand the key business questions you need to resolve, and on assisting your teams with discovering, highlighting, and sharing the results across your organization. The interaction model provides a variety of touchpoints, and the cadence can be customized to meet the particular needs of your organization.

- **Onboarding:** Understand your goals and measures, and set you up for success.
- **Frequent contact:** Combine check-in video/web conferences and site visits (as necessary) to ensure that your teams receive timely guidance.
- **Leverage the entire organization:** Call on Guidewire executive, product, and field teams as needed to resolve issues.
- **Regular leadership reviews:** Hold meetings with your leadership team and stakeholders to discuss progress against use cases, review ROI metrics, agree and prioritize use cases for next quarter, make roadmap updates, and analyze impacts.
- **Renewals:** Ensure happy customers and renewals.
- **Annual strategy review:** Facilitate your leadership team’s visits to Guidewire offices for an annual strategy review and roadmap day.



## About Guidewire Software

Guidewire delivers the industry platform that Property and Casualty (P&C) insurers rely upon to adapt and succeed in a time of accelerating change. We provide the software, services, and partner ecosystem to enable our customers to run, differentiate, and grow their business. We are privileged to serve more than 350 companies in 32 countries. For more information, please visit [www.guidewire.com](http://www.guidewire.com) and follow us on twitter: [@Guidewire PandC](https://twitter.com/Guidewire_PandC).