



**EBOOK**

# **6 Insurance Industry Issues That Can Be Addressed with DevSecOps**

*Remaining Competitive in the Insurance Industry Through Optimized Salesforce  
Development Processes*

## INTRODUCTION

Technological advances are an important aspect of just about every industry. The insurance industry, however, is particularly reliant on utilizing new advancements in available technology to improve both customer experience and business capabilities.

Insurance companies are tasked with helping their clients through incredibly difficult circumstances. Levels of service must remain high, as well as being continuously available. Services must remain uninterrupted both through mobile apps as well as web portals.

Constant and well-informed insurance services rely heavily on large pools of data. This repository of information is used to provide real-time analytics which helps insurance companies best serve their customers.

***Innovation is essential to addressing evolving needs and staying at the forefront of the insurance industry.***

Most insurance companies will have large IT infrastructures they have relied upon for years, making it difficult to update their Salesforce systems.

***DevSecOps provides the tools and systems needed for insurance companies to remain competitive through technological innovations and operational efficiency.***

But how does an optimized DevSecOps system address the particular concerns of the insurance industry? We've outlined 6 major challenges facing insurance companies and how an intentional DevSecOps strategy can address them.



***“It’s one of the best release management solutions in the market! It has added useable value to our Salesforce experience.”***

**GABBY KOONCE**

# Formidable Competition



Insurance companies provide essential support to their clients when tragedy strikes. This is an important service that delivers remarkable benefits to people who need it.

However, insurance companies are still businesses that need to turn a profit to continue providing these essential services to their customers.

***Retaining current customers and gaining new customers are crucial to successful operations.***

Customers have many options to address their insurance needs. An insurance company needs to best serve these needs through technological innovation, frequent updates, and an impeccable customer experience.

Competition drives advancements in the industry and those that can't keep up will be left behind. The ability to quickly roll out reliable developments puts an insurance company in a position of authority, which will both draw and retain customers.

## THE BENEFITS OF DEVSECOPS

Quickly processing insurance claims, providing an intuitive user interface, offering accurate quotes, maintaining access to services at all times—these are just a few of the considerations that customers require in order to maintain a long relationship with their insurance provider.

These considerations are constantly evolving. Frequent and reliable development releases are the only way to provide these capabilities to customers. Insurance companies that can

be trusted to offer continued access to these services will be seen as market leaders.

***DevSecOps provides the necessary framework to quickly introduce new products and services to the market.***

Automation, team collaboration, and other DevSecOps practices are widely recognized for their ability to optimize the Salesforce development release process.

# Inefficient Processes

“Fantastic tool to implement CI/CD concept in Salesforce. The best part is end-to-end automated process for building, packaging, and test execution for Salesforce applications.”

JASVINDER SINGH

Insurance companies have many considerations that go into every action, decision, and transaction. This means there are multiple departments and team members involved in the various tasks necessary to serve customers.

Cross-department processes often lead to repetitive and redundant work. Unoptimized processes are inefficient.

***Team member time is lost due to insufficient communication and to account for mistakes. And when it comes to the world of business, lost time translates to revenue loss.***

We've already discussed how remaining competitive affects the overall success of an insurance company—anything that impacts the total profits will impact the future of a company. Another aspect of this consideration is wasted capital due to inefficient processes.

Repetition of these inefficient processes is a drag on insurance companies. It's an unnecessary hurdle. Cleaning up Salesforce development processes to eliminate wasted team member efforts saves money and positions insurance companies to maximize profits.

## THE BENEFITS OF DEVSECOPS

Insurance companies are likely to have separate Salesforce development and operations teams. Developers focus on development projects, the operations team focus on operational matters, and this work is done separately even when the concerns overlap.

This is where a lot of redundant work occurs.

***DevSecOps combines the efforts of these two teams to eliminate wasted labor hours and quickly produce quality products.***

Tools such as Continuous Integration & Delivery focus on the stability and workability of development processes throughout the production cycle. Security tests occur as new code is integrated into the repository.

Taking a macro view of the development cycle reduces redundancies and heightens collaboration between various sections of your team. Insurance companies not only see streamlined deployments, they also see a positive impact on their bottom line.

# Importance of Data-Driven Services



Data is everything for the insurance industry. Not only will proper handling of data affect an insurance company's regulatory compliance, it will also have an impact on how well they are able to serve customers.

***The ability to arrange, analyze, and protect a large set of data is essential to streamlined operations within an insurance company.***

This data will inform rates, quotes, and settlements, as well as the company's ability to accurately forecast and plan for upcoming industry trends.

Security is a major concern for the insurance industry. Maintaining adequate surveillance on various data sets will both help avoid preventable data breaches and leaks as well as alert a company should a security concern arise.

## THE BENEFITS OF DEVSECOPS

DevSecOps involves cross-functional collaboration between members of various teams. This not only makes processes more efficient—as we've already discussed—but it also improves visibility on a business' goals.

Data sets in the insurance industry can be huge. A data governance plan will involve the efforts of various sections of a company.

***DevSecOps processes incorporate the efforts of these various teams to help arrange this essential data into workable sets. This data can then be incorporated into processes and future developments to provide various benefits:***

- › Reduce errors
- › Improve planning for future updates
- › Useful analytics
- › Successful deployments
- › Actionable feedback

# Regulatory Compliance

“AutoRABIT has helped us add a lot of automation to our software development lifecycle. I highly recommend it!”

FORREST COOK

Much like the financial services industry, the insurance industry deals with sensitive information that can have drastic effects on customers' lives and is therefore subjected to strict regulatory standards.

***Many of these regulations deal with how a company handles and uses customer information.***

The Insurance Data Security Model Law, for example, stipulates security measures that must be in place to protect customer information.

Customer data is managed within a company's Salesforce system. It is dictated by security settings and protected with frequent updates to ensure the stability of software and the network in general.

Failure to adhere to these requirements can be met with stiff fines and loss of consumer trust. Fear of these repercussions shouldn't be the driving factor behind an insurance company taking proper care of their customers' information, though. It should be done because it's the right thing to do.

## THE BENEFITS OF DEVSECOPS

There are a variety of operations that can be automated, repeated, and relied upon to address issues related to regulatory compliance.

***Documentation of data access, records kept, and any breaches to your Salesforce system can be implemented through proper DevSecOps processes.***

Handling and storing system files, metadata, and customer PII is essential to remaining compliant. DevSecOps strategies imbue every step with an eye toward proper handling of this information.

An intentional and repeated backup strategy stores sensitive data in a secure location. A frequently-updated CI/CD pipeline ensures the information that makes it there is reliable, up to date, and secure.

# Cybersecurity Threats

“AutoRABIT is a well-blended suite of solutions that complemented our Salesforce Release Management efforts.”

SANTHOSH M

Cybercriminals are taking advantage of the pandemic. In fact, malware attacks rose by 358% in 2020, according to a recent study by Deep Instinct. These are unfortunately far from the only type of threat to your system.

On average, each data breach cost \$3.86 million in 2020. And this number doesn't reflect the tangential effects of a data breach such as how it impacts customers as well as the company's regulatory compliance.

***The insurance industry is a major target for cybercriminals due to the sensitive information inherent to their services.***

Identity theft is a lucrative pursuit for cybercriminals. The US Federal Trade Commission received twice the amount of identity theft claims in 2020 as it did in 2019.

These threats are constant and can only be addressed with a matching level of enthusiasm.

## THE BENEFITS OF DEVSECOPS

Automated quality checks throughout the development pipeline maintains the stability of your products, making them more secure. Any holes in your code or improper configurations create opportunities for cybercriminals to bypass your access control measures.

DevSecOps also includes ample communication between team members. Educating your team on avoiding phishing and malware attempts will help avoid a frequent method of entry for cybercriminals.

***Previous forms of development pipelines waited until the final stage to check for security issues or vulnerabilities. DevSecOps includes these considerations throughout every stage of the process.***

Insurance companies handle very sensitive information. It is essential that every available tool is utilized to protect this important data. Regulatory standards depend on it, and your customers expect it.

# Downtime is Unacceptable

*“We have been using AutoRABIT since 2015, and it has transformed the way we deliver Salesforce applications.”*

DANIEL MUCHUMARRI

The rise in online services within the insurance industry has made it essential to remain operational at all times. Customers expect to be able to access their documents, reach a representative, and make claims at all hours of the day.

Previously, deploying and launching new updates would be synonymous with downtime. The system would need to update itself and leave some room for bug testing and fixes.

***This is no longer an option.***

Insurance companies are expected to be accessible at all times, so their software deployments need to be fast and reliable. This is a particularly difficult challenge considering the pace of changes within the industry.

Companies need to be able to address these changes in a timely manner without blocking users from accessing their accounts.

## THE BENEFITS OF DEVSECOPS

Successful deployments rely on well-structured code. This can be difficult when working with a team consisting of multiple developers. DevSecOps is specifically structured to address this issue with tools like Version Control.

A CI/CD pipeline verifies each integration of new lines of code to ensure there are no overwrites or improperly constructed batches.

***DevSecOps keeps an eye to quality throughout the process, making it more streamlined when fixes are necessary.***

There isn't as much to sift through to find the problems when they are addressed early in the process. This creates stronger developments, more reliable deployments, and less downtime.



## CONCLUSION

The insurance industry has faced a series of evolving challenges over the course of 2020. This year—while shaping up to be on a better trajectory than last year—will continue to present new challenges.

A reliable and streamlined Salesforce development pipeline positions insurance companies to better navigate these evolving challenges. Intentional DevSecOps processes save money, create higher quality development projects, and strengthen data security efforts.

Regulatory compliance necessitates adherence to security standards, and the market rewards high quality standards. DevSecOps provides the roadmap to achieve both of these essential considerations.

Customer experience, regulatory compliance, cyberattacks—there are a lot of difficult matters that require constant attention. Insurance companies can't afford to let anything slip because their attention was drawn away for a moment. Strong DevSecOps processes give insurance companies the tools they need to maintain quality standards across all applicable factors.



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ABOUT

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AutoRABIT is a Continuous Delivery suite for SaaS platforms. We automate and accelerate the entire application development and release process. This enables continuous integration and delivery by providing fast, simple, and secure end-to-end automation across all Salesforce implementations. We help enterprises achieve higher release velocity and faster time-to-market.

AutoRABIT provides automated Metadata Deployment, Version Controlling, Advanced Data Loading, Orgs and Sandbox management, Test Automation, Static Code Analysis, and Reporting. Our services complement and extend Salesforce DX. AutoRABIT Vault—our backup and recovery solution—streamlines Salesforce data, simplifies data backup challenges, offers disaster recovery and endpoint data protection on Cloud.

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