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Cloud Foundry
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Liberty Mutual fast tracks profitable solutions with Cloud Foundry

You might not expect a conservative, 100-year-old insurance company to embrace the cutting edge of technology. However, in 2016, Liberty Mutual decided to make the leap to cloud in Australia's competitive $250M accident and health insurance market. The goal was to have a speedy, end-to-end underwriter portal application live by March 2017, the beginning of the country's accident and insurance update season.

Facing a six-month deadline, the Liberty Global Specialty team, under SVP and CIO Morgan Lefebvre, turned to Cloud Foundry's highly efficient open source platform to develop the portal. Her team's mission was to enable customers to quickly buy insurance on their phones with a couple of clicks or swipes.

Developers loved the Cloud Foundry platform

With less than 10% of its workload in the cloud, Liberty's Global Specialty team committed to using cloud wherever possible, which turned out to be everywhere. Lefebvre noted that the Cloud Foundry platform gave Liberty the agility and speed to build effective customer solutions rapidly. "Our technology stack is one we actually want to use," proclaimed a team member. Each developer worked on every tier of the project, increasing productivity for a higher-quality product that customers eagerly adopted.

A successful launch and climbing conversions

With Cloud Foundry, Liberty Mutual met their March 2017 go-live date with industry kudos. Australian brokers raved about how easy the cloud-native portal was to use and its referral time rate of three minutes versus the competitor average of 10 minutes With greater efficiency and ease-of-use, Liberty's conversion rate from quote to policy purchase soared to 40%, blasting past the industry's 20% average rate.

Cloud Foundry makes the difference in a world where software is king,

Speaking at the Cloud Foundry Summit in June 2017, Lefebvre emphasized the need for dynamic solutions that meet the market. "Marc Andreessen probably put it best when he said software is eating the world. And that's absolutely true for insurance companies as well." Liberty needed to transform their insurance company into a software company that provided insurance, she continued. "Take a little risk, jump into cloud," Lefebvre exhorted, saying Cloud Foundry had made all the difference for a rapid industry transition.