

Success Story

How Exavalu Enabled Real-Time Insurance Communications Within GUIDEWIRE InsuranceNow

OVERVIEW

A leading U.S.-based Property & Casualty insurer was modernizing its policy administration ecosystem on Guidewire InsuranceNow and required a scalable, enterprise-ready communications framework to support high-volume document generation across lines of business.

The organization needed to streamline policyholder communications while ensuring faster document generation, standardized templates, and seamless integration with core insurance workflows.

To support this transformation, they engaged Exavalu to implement a modern, API-driven SmartCOMM communication ecosystem tightly integrated with Guidewire InsuranceNow.

CHALLENGES

The insurer faced several challenges in modernizing enterprise communications operations:



Fragmented and inconsistent document generation workflows across business processes



Limited scalability to support growing document volumes across lines of business



Need for real-time document preview and generation within core insurance workflows



Dependence on manual processes and non-standardized templates



Pressure to accelerate rollout timelines aligned with business modernization initiatives

HOW EXAVALU MADE AN IMPACT

Exavalu implemented a scalable SmartCOMM framework integrated directly with Guidewire InsuranceNow to modernize enterprise document generation and communication workflows.



Discover

Our team conducted detailed discovery sessions across policy, quotation, application, and customer communication use cases to define scalable template and integration requirements.



Integrate

An API-driven integration framework was designed to enable real-time form preview and generation directly within the InsuranceNow interface, improving user experience while reducing operational friction.



Standardize

Reusable and standardized SmartCOMM templates were developed to support enterprise-wide consistency, scalability, and long-term maintainability across communication workflows.



Deliver

The solution was delivered in alignment with critical business go-live timelines, enabling the organization to modernize communications operations without disrupting ongoing business activities.

TECHNOLOGY STACK

SMART
COMMUNICATIONS™
SmartCOMM

GUIDEWIRE
Guidewire InsuranceNow



BUSINESS IMPACT

60+

enterprise forms implemented

100

countrywide forms in progress

**Real-time document
access & generation**

embedded directly within
InsuranceNow workflows

Improved operational efficiency

through reusable and standardized templates

Successful delivery

aligned with planned modernization and go-
live milestones

KEY BENEFITS

Streamlined Workflows

Streamlined enterprise communication workflows

API-driven architecture

Scalable and API-driven document generation
architecture

Improved Consistency

Improved communication consistency across lines of
business

Reduced Complexity

Reduced operational complexity and manual effort

Enhanced Compliance

Enhanced readiness for future business expansion and
modernization initiatives

