

# Insurance Platform - Company Evaluation Report, 2025

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## Abstracts

The Insurance Platform Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Insurance Platform. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 25 Insurance Platform Companies were categorized and recognized as quadrant leaders.

In today's fast-changing financial ecosystem, the insurance industry has experienced a profound shift, largely fueled by the rise of digital technologies. Insurance platforms have become central to this transformation, acting as a seamless interface between insurance companies and their customers. Typically delivered via web portals or mobile apps, these platforms simplify the process of purchasing, managing, and utilizing insurance products and services—bringing greater convenience and accessibility to policyholders. The scope of insurance platforms is broad and continuously evolving, covering everything from online policy comparisons and purchases to claims management and customer service. Moreover, these platforms transcend national borders, enabling global insurers to broaden their presence and enhance operational efficiency.

The origins of insurance platforms date back to the early internet era, when insurers first began exploring online channels to offer their products and services. However, the early 2000s marked a period of significant acceleration. The advent of high-speed internet, widespread smartphone usage, and breakthroughs in data analytics created fertile ground for the expansion of digital insurance solutions. Initial entrants in this space focused on streamlining the insurance purchasing journey. These early platforms empowered users to compare policies, receive real-time quotes, and complete

transactions entirely online—signifying a major shift away from the conventional, paper-based insurance acquisition methods.

The 360 Quadrant maps the Insurance Platform companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Insurance Platform quadrant. The top criteria for product footprint evaluation included By END USER (Insurance Companies, Insurance Agencies & Brokers, Third-Party Administrators, Other End Users), By TECHNOLOGY (AI & Analytics, IoT, Blockchain, Cloud Computing, Other Technologies), By APPLICATION (Claims Management, Underwriting & Risk Management, Insurance Workflow Automation, Customer Relationship Management, Billing & Payments, Data Analytics, Compliance & Reporting, Policy Administration, Collection, and Disbursement, Sales & Marketing, Digital Engagement & Portals, Predictive Modeling/Extreme Event Forecasting, Other Applications), By INSURANCE TYPE (Health Insurance, Life & Annuity Insurance, Property & Casualty Insurance, Specialty Insurance, Other Insurance Types), and By OFFERING (Software, Services).

## **Key Players**

Key players in the Insurance Platform market include major global corporations and specialized innovators such as Salesforce, Microsoft, Sap, Oracle, Google, Ibm, Accenture, Adobe, Cognizant, Verisk, Servicenow, Dxc Technology, Guidewire Software, Pegasystems, Vertafore, Lexisnexis, Sapiens International Corporation, Applied Systems, Majesco, Appian, Duck Creek Technologies, Insurity, Eis Group, Bolttech, and Fineos. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

## **Top 3 Companies**

### **Salesforce**

Salesforce stands as a major innovator in the insurance platform market. The company leverages its strong CRM capabilities with its Financial Services Cloud, designed to integrate and streamline policy management and customer interactions. Their platform employs automation and AI insights to enhance client experiences and service operations, marking a significant impact on Company Market Share. Salesforce's approach to innovation and partnership with organizations globally highlights their

significant influence in digital transformation processes, contributing to a robust Company Product Portfolio.

## Microsoft

Microsoft's presence in the insurance platform market is bolstered by their Azure cloud infrastructure and AI integrations, which support insurers in data management, underwriting, and claims processing. Their Dynamics 365 suite enhances CRM functionalities, providing a pathway to improved customer engagement and digital transformation. Microsoft's strategic alliances and open-source initiatives position them strongly in terms of Company Analysis and Company Positioning.

## SAP

SAP offers comprehensive solutions for managing policy administration and claims processing, emphasizing real-time data integration and operational efficiency. Their use of SAP S/4HANA ensures scalability and compliance, making SAP a key player in enhancing customer engagement and adapting to digital trends. This robust solution suite makes their Company Product Portfolio highly competitive in the insurance sector.

## Contents

### 1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

### 2 EXECUTIVE SUMMARY

### 3 MARKET OVERVIEW AND INDUSTRY TRENDS

#### 3.1 INTRODUCTION

#### 3.2 MARKET DYNAMICS

##### 3.2.1 DRIVERS

- 3.2.1.1 Digital transformation across insurance value chain
- 3.2.1.2 Disruption of traditional models by InsurTech startups
- 3.2.1.3 Complex regulations that drive demand for platforms with built-in compliance

and automation

##### 3.2.2 RESTRAINTS

3.2.2.1 Legacy system integration leading to implementation delays and added complexity

3.2.2.2 High modernization costs

3.2.2.3 Limited digital literacy among traditional insurers and agents

##### 3.2.3 OPPORTUNITIES

3.2.3.1 Embedded insurance for seamless integration via APIs and microservices

3.2.3.2 Rising adoption of usage-based and parametric insurance leading to demand for IoT-enabled, real-time platforms

3.2.3.3 Growing demand for digital-first insurance solutions for seamless customer experience

##### 3.2.4 CHALLENGES

3.2.4.1 Cybersecurity risks

3.2.4.2 Market fragmentation, leading to non-standardization

3.2.4.3 Managing diverse data sources while ensuring quality and governance

#### 3.3 EVOLUTION OF INSURANCE PLATFORMS

#### 3.4 SUPPLY CHAIN ANALYSIS

#### 3.5 ECOSYSTEM ANALYSIS

##### 3.5.1 SOFTWARE TYPE

3.5.1.1 Core insurance platforms

- 3.5.1.2 Insurance technology platforms
- 3.5.1.3 Insurance operations & management platforms
- 3.5.2 INSURANCE TYPE
  - 3.5.2.1 Health insurance
  - 3.5.2.2 Life & annuity insurance
  - 3.5.2.3 Property & casualty insurance
  - 3.5.2.4 Specialty & other insurance
- 3.6 TECHNOLOGY ANALYSIS
  - 3.6.1 KEY TECHNOLOGIES
    - 3.6.1.1 Artificial intelligence and machine learning
    - 3.6.1.2 Blockchain
    - 3.6.1.3 Cloud computing
    - 3.6.1.4 IoT
    - 3.6.1.5 Big data and analytics
  - 3.6.2 COMPLEMENTARY TECHNOLOGIES
    - 3.6.2.1 Robotic process automation
    - 3.6.2.2 Application programming interface
    - 3.6.2.3 Augmented reality/Virtual reality
  - 3.6.3 ADJACENT TECHNOLOGIES
    - 3.6.3.1 Cybersecurity
    - 3.6.3.2 Digital identity verification
    - 3.6.3.3 Telematics and GPS
- 3.7 IMPACT OF GENERATIVE AI ON INSURANCE PLATFORM MARKET
  - 3.7.1 AUTOMATED CLAIMS PROCESSING
  - 3.7.2 FRAUD DETECTION AND PREVENTION
  - 3.7.3 UNDERWRITING
  - 3.7.4 PERSONALIZED POLICY RECOMMENDATIONS
  - 3.7.5 CHATBOTS & VIRTUAL ASSISTANTS
  - 3.7.6 REGULATORY COMPLIANCE AUTOMATION
- 3.8 PATENT ANALYSIS
  - 3.8.1 METHODOLOGY
  - 3.8.2 PATENTS FILED, BY DOCUMENT TYPE
  - 3.8.3 INNOVATION AND PATENT APPLICATIONS
- 3.9 KEY CONFERENCES AND EVENTS (2025–2026)
- 3.10 PORTER'S FIVE FORCES ANALYSIS
  - 3.10.1 THREAT OF NEW ENTRANTS
  - 3.10.2 THREAT OF SUBSTITUTES
  - 3.10.3 BARGAINING POWER OF SUPPLIERS
  - 3.10.4 BARGAINING POWER OF BUYERS

### 3.10.5 INTENSITY OF COMPETITIVE RIVALRY

### 3.11 TRENDS/DISRUPTIONS IMPACTING BUYERS IN INSURANCE PLATFORM MARKET

## **4 COMPETITIVE LANDSCAPE**

### 4.1 OVERVIEW

### 4.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2022–2025

### 4.3 REVENUE ANALYSIS, 2020–2024

### 4.4 MARKET SHARE ANALYSIS, 2024

#### 4.4.1 MARKET RANKING ANALYSIS

### 4.5 PRODUCT COMPARATIVE ANALYSIS

#### 4.5.1 CRM SOLUTIONS COMPARATIVE ANALYSIS

##### 4.5.1.1 Salesforce Financial Services Cloud (Salesforce)

##### 4.5.1.2 Microsoft Dynamics 365 for Insurance (Microsoft)

##### 4.5.1.3 SAP Customer Experience (SAP)

##### 4.5.1.4 Oracle Insurance Policy Administration (OIPA) + Oracle CX Cloud (Oracle)

##### 4.5.1.5 ServiceNow Customer Service Management (ServiceNow)

#### 4.5.2 CLAIMS MANAGEMENT SOFTWARE COMPARATIVE ANALYSIS

##### 4.5.2.1 BriteClaims (BriteCore)

##### 4.5.2.2 Shift Claims Fraud Detection/Shift Claims Intake (Shift Technology)

##### 4.5.2.3 OneShield Claims (OneShield)

##### 4.5.2.4 Insurity ClaimsXPRESS (Insurity)

##### 4.5.2.5 Socotra Claims (Socotra)

### 4.6 COMPANY VALUATION AND FINANCIAL METRICS

### 4.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024

#### 4.7.1 STARS

#### 4.7.2 EMERGING LEADERS

#### 4.7.3 PERVASIVE PLAYERS

#### 4.7.4 PARTICIPANTS

#### 4.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024

##### 4.7.5.1 Company footprint

##### 4.7.5.2 Regional Footprint

##### 4.7.5.3 Insurance type footprint

##### 4.7.5.4 Application footprint

##### 4.7.5.5 End user footprint

### 4.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024

#### 4.8.1 PROGRESSIVE COMPANIES

#### 4.8.2 RESPONSIVE COMPANIES

#### 4.8.3 DYNAMIC COMPANIES

#### 4.8.4 STARTING BLOCKS

#### 4.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024

##### 4.8.5.1 Detailed list of key startups/SMEs

##### 4.8.5.2 Competitive benchmarking of key startups/SMEs

#### 4.9 COMPETITIVE SCENARIO AND TRENDS

##### 4.9.1 PRODUCT LAUNCHES AND ENHANCEMENTS

##### 4.9.2 DEALS

### **5 COMPANY PROFILES**

#### 5.1 INTRODUCTION

#### 5.2 KEY PLAYERS

##### 5.2.1 SALESFORCE

###### 5.2.1.1 Business overview

###### 5.2.1.2 Products offered

###### 5.2.1.3 Recent developments

###### 5.2.1.3.1 Product launches and enhancements

###### 5.2.1.3.2 Deals

###### 5.2.1.4 MnM view

###### 5.2.1.4.1 Key strengths

###### 5.2.1.4.2 Strategic choices

###### 5.2.1.4.3 Weaknesses and competitive threats

##### 5.2.2 MICROSOFT

###### 5.2.2.1 Business overview

###### 5.2.2.2 Products offered

###### 5.2.2.3 Recent developments

###### 5.2.2.3.1 Product launches and enhancements

###### 5.2.2.3.2 Deals

###### 5.2.2.4 MnM view

###### 5.2.2.4.1 Key strengths

###### 5.2.2.4.2 Strategic choices

###### 5.2.2.4.3 Weaknesses and competitive threats

##### 5.2.3 SAP

###### 5.2.3.1 Business overview

###### 5.2.3.2 Products offered

###### 5.2.3.3 Recent developments

###### 5.2.3.3.1 Product launches and enhancements

###### 5.2.3.3.2 Deals

- 5.2.3.4 MnM view
  - 5.2.3.4.1 Key strengths
  - 5.2.3.4.2 Strategic choices
  - 5.2.3.4.3 Weaknesses and competitive threats
- 5.2.4 ORACLE
  - 5.2.4.1 Business overview
  - 5.2.4.2 Products offered
  - 5.2.4.3 Recent developments
    - 5.2.4.3.1 Product launches and enhancements
    - 5.2.4.3.2 Deals
  - 5.2.4.4 MnM view
    - 5.2.4.4.1 Key strengths
    - 5.2.4.4.2 Strategic choices
    - 5.2.4.4.3 Weaknesses and competitive threats
- 5.2.5 GOOGLE
  - 5.2.5.1 Business overview
  - 5.2.5.2 Products offered
  - 5.2.5.3 Recent developments
    - 5.2.5.3.1 Product launches and enhancements
    - 5.2.5.3.2 Deals
  - 5.2.5.4 MnM view
    - 5.2.5.4.1 Key strengths
    - 5.2.5.4.2 Strategic choices
    - 5.2.5.4.3 Weaknesses and competitive threats
- 5.2.6 IBM
  - 5.2.6.1 Business overview
  - 5.2.6.2 Products offered
  - 5.2.6.3 Recent developments
    - 5.2.6.3.1 Product launches and enhancements
    - 5.2.6.3.2 Deals
- 5.2.7 ACCENTURE
  - 5.2.7.1 Business overview
  - 5.2.7.2 Products offered
  - 5.2.7.3 Recent developments
    - 5.2.7.3.1 Deals
- 5.2.8 ADOBE
  - 5.2.8.1 Business overview
  - 5.2.8.2 Products offered
  - 5.2.8.3 Recent developments

5.2.8.3.1 Product launches and enhancements

5.2.8.3.2 Deals

5.2.9 COGNIZANT

5.2.9.1 Business overview

5.2.9.2 Products offered

5.2.9.3 Recent developments

5.2.9.3.1 Deals

5.2.10 VERISK

5.2.10.1 Business overview

5.2.10.2 Products offered

5.2.10.3 Recent developments

5.2.10.3.1 Deals

5.3 OTHER PLAYERS

5.3.1 SERVICENOW

5.3.2 DXC TECHNOLOGY

5.3.3 GUIDEWIRE SOFTWARE

5.3.4 PEGASYSTEMS

5.3.5 VERTAFORE

5.3.6 LEXISNEXIS

5.3.7 SAPIENS INTERNATIONAL CORPORATION

5.3.8 APPLIED SYSTEMS

5.3.9 MAJESCO

5.3.10 APPIAN

5.3.11 DUCK CREEK TECHNOLOGIES

5.3.12 INSURITY

5.3.13 EIS GROUP

5.3.14 BOLTTECH

5.3.15 FINEOS

5.4 SMES/STARTUPS

5.4.1 COALITION

5.4.2 ONESHIELD

5.4.3 SHIFT TECHNOLOGY

5.4.4 ENSUREDIT

5.4.5 SUREIFY

5.4.6 SOCOTRA

5.4.7 HYPEREXPONENTIAL

5.4.8 PRIMA SOLUTIONS

5.4.9 BRITECORE

5.4.10 ZIPARI

- 5.4.11 INSURESOFT
- 5.4.12 SYMBO
- 5.4.13 COGITATE TECHNOLOGY SOLUTIONS
- 5.4.14 INSURED MINE
- 5.4.15 TRUSTLAYER
- 5.4.16 QUANTEMPLATE
- 5.4.17 AGENCYSMART
- 5.4.18 JENESIS SOFTWARE
- 5.4.19 PERFECTQUOTE
- 5.4.20 INSURED HQ

## **6 APPENDIX**

- 6.1 RESEARCH METHODOLOGY
  - 6.1.1 RESEARCH DATA
    - 6.1.1.1 Secondary data
    - 6.1.1.2 Primary data
  - 6.1.2 RESEARCH ASSUMPTIONS
  - 6.1.3 STUDY LIMITATIONS
- 6.2 COMPANY EVALUATION MATRIX: METHODOLOGY
- 6.3 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL INSURANCE PLATFORM MARKET SIZE AND GROWTH RATE, 2020–2024 (USD MILLION, Y-O-Y %)

TABLE 2 GLOBAL INSURANCE PLATFORM MARKET SIZE AND GROWTH RATE, 2025–2030 (USD MILLION, Y-O-Y %)

TABLE 3 INSURANCE PLATFORM MARKET: ECOSYSTEM

TABLE 4 PATENTS FILED, 2016–2025

TABLE 5 INSURANCE PLATFORM MARKET: KEY PATENTS, 2024–2025

TABLE 6 INSURANCE PLATFORM MARKET: KEY CONFERENCES AND EVENTS

TABLE 7 PORTER'S FIVE FORCES: IMPACT ON INSURANCE PLATFORM MARKET

TABLE 8 OVERVIEW OF STRATEGIES ADOPTED BY KEY INSURANCE PLATFORM VENDORS, 2022–2025

TABLE 9 INSURANCE PLATFORM MARKET: DEGREE OF COMPETITION

TABLE 10 REGIONAL FOOTPRINT (25 COMPANIES), 2024

TABLE 11 INSURANCE TYPE FOOTPRINT (25 COMPANIES), 2024

TABLE 12 APPLICATION FOOTPRINT (25 COMPANIES), 2024

TABLE 13 END USER FOOTPRINT (25 COMPANIES), 2024

TABLE 14 INSURANCE PLATFORM MARKET: KEY STARTUPS/SMES, 2024

TABLE 15 INSURANCE PLATFORM MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

TABLE 16 INSURANCE PLATFORM MARKET: PRODUCT LAUNCHES AND ENHANCEMENTS, 2022–2025

TABLE 17 INSURANCE PLATFORM MARKET: DEALS, 2022–2025

TABLE 18 SALESFORCE: BUSINESS OVERVIEW

TABLE 19 SALESFORCE: PRODUCTS OFFERED

TABLE 20 SALESFORCE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 21 SALESFORCE: DEALS

TABLE 22 MICROSOFT: BUSINESS OVERVIEW

TABLE 23 MICROSOFT: PRODUCTS OFFERED

TABLE 24 MICROSOFT: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 25 MICROSOFT: DEALS

TABLE 26 SAP: BUSINESS OVERVIEW

TABLE 27 SAP: PRODUCTS OFFERED

TABLE 28 SAP: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 29 SAP: DEALS

TABLE 30 ORACLE: BUSINESS OVERVIEW  
TABLE 31 ORACLE: PRODUCTS OFFERED  
TABLE 32 ORACLE: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 33 ORACLE: DEALS  
TABLE 34 GOOGLE: BUSINESS OVERVIEW  
TABLE 35 GOOGLE: PRODUCTS  
TABLE 36 GOOGLE: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 37 GOOGLE: DEALS  
TABLE 38 IBM: BUSINESS OVERVIEW  
TABLE 39 IBM: PRODUCTS OFFERED  
TABLE 40 IBM: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 41 IBM: DEALS  
TABLE 42 ACCENTURE: BUSINESS OVERVIEW  
TABLE 43 ACCENTURE: PRODUCTS OFFERED  
TABLE 44 ACCENTURE: DEALS  
TABLE 45 ADOBE: BUSINESS OVERVIEW  
TABLE 46 ADOBE: PRODUCTS OFFERED  
TABLE 47 ADOBE: PRODUCT LAUNCHES AND ENHANCEMENTS  
TABLE 48 ADOBE: DEALS  
TABLE 49 COGNIZANT: BUSINESS OVERVIEW  
TABLE 50 COGNIZANT: PRODUCTS OFFERED  
TABLE 51 COGNIZANT: DEALS  
TABLE 52 VERISK: BUSINESS OVERVIEW  
TABLE 53 VERISK: PRODUCTS OFFERED  
TABLE 54 VERISK: DEALS

## **LIST OF TABLES**

FIGURE 1 SOFTWARE TO BE LARGEST OFFERING SEGMENT IN 2025  
FIGURE 2 INSURANCE TECHNOLOGY PLATFORMS SOFTWARE TO HOLD MAJOR SHARE IN 2025  
FIGURE 3 PROFESSIONAL SERVICES TO LEAD SEGMENT IN 2025  
FIGURE 4 CONSULTING & ADVISORY TO LEAD AMONG PROFESSIONAL SERVICES IN 2025  
FIGURE 5 PLATFORM HOSTING & INFRASTRUCTURE MANAGEMENT SERVICES TO DOMINATE IN 2025  
FIGURE 6 CLOUD COMPUTING TO LEAD AMONG TECHNOLOGIES IN 2025  
FIGURE 7 CLAIMS MANAGEMENT TO EMERGE AS LARGEST APPLICATION SEGMENT IN 2025

FIGURE 8 P&C INSURANCE TO ACCOUNT FOR MAJORITY OF MARKET IN 2025

FIGURE 9 THIRD-PARTY ADMINISTRATORS TO BE FASTEST-GROWING END USER OVER FORECAST PERIOD

FIGURE 10 ASIA PACIFIC TO REGISTER FASTEST GROWTH RATE DURING FORECAST PERIOD

FIGURE 11 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: INSURANCE PLATFORM MARKET

FIGURE 12 DIGITAL TRANSFORMATION MARKET, BY REGION

FIGURE 13 GLOBAL EARLY-STAGE INSURTECH DEAL SIZE (USD MILLION)

FIGURE 14 INSURANCE PLATFORM MARKET EVOLUTION

FIGURE 15 INSURANCE PLATFORM MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 16 KEY PLAYERS IN INSURANCE PLATFORM MARKET ECOSYSTEM

FIGURE 17 POTENTIAL OF GENERATIVE AI IN INSURANCE PLATFORM USE CASES

FIGURE 18 NUMBER OF PATENTS GRANTED, 2016–2025

FIGURE 19 REGIONAL ANALYSIS OF PATENTS GRANTED, 2016–2025

FIGURE 20 INSURANCE PLATFORM MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 21 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 22 TOP FIVE DOMINANT PLAYERS IN INSURANCE PLATFORM, 2020–2024 (USD MILLION)

FIGURE 23 SHARE OF LEADING COMPANIES IN INSURANCE PLATFORM MARKET, 2024

FIGURE 24 CRM SOLUTION COMPARATIVE ANALYSIS

FIGURE 25 CLAIMS MANAGEMENT SOFTWARE COMPARATIVE ANALYSIS

FIGURE 26 FINANCIAL METRICS OF KEY VENDORS

FIGURE 27 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS

FIGURE 28 INSURANCE PLATFORM MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2024

FIGURE 29 COMPANY FOOTPRINT (25 COMPANIES), 2024

FIGURE 30 INSURANCE PLATFORM MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2024

FIGURE 31 SALESFORCE: COMPANY SNAPSHOT

FIGURE 32 MICROSOFT: COMPANY SNAPSHOT

FIGURE 33 SAP: COMPANY SNAPSHOT

FIGURE 34 ORACLE: COMPANY SNAPSHOT

FIGURE 35 GOOGLE: COMPANY SNAPSHOT

FIGURE 36 IBM: COMPANY SNAPSHOT

FIGURE 37 ACCENTURE: COMPANY SNAPSHOT

FIGURE 38 ADOBE: COMPANY SNAPSHOT

FIGURE 39 COGNIZANT: COMPANY SNAPSHOT

FIGURE 40 VERISK: COMPANY SNAPSHOT

FIGURE 41 INSURANCE PLATFORM MARKET: RESEARCH DESIGN

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