

# How Pega is Powering Business Transformation at CNO Financial Group

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CNO Financial Group



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## Middle-Income America's Valued Financial Security Partner

CNO Financial is a holding company that provides health insurance, life insurance, and retirement solutions to middle-Americans through its family of insurance brands: Bankers Life, Colonial Penn and Washington National. At CNO, we're always looking forward - to the security and stability we create for our customers, and the growth we create within our own company.

# About CNO Financial

## OUR CUSTOMERS

 **3.5 million policies**

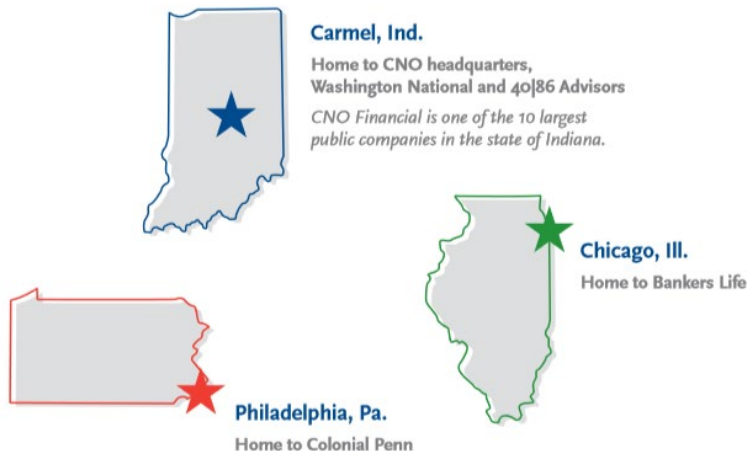
CNO Financial's insurance companies provide more than 3.5 million policies to middle-income working Americans and retirees.

## OUR ASSOCIATES

 **3,300 associates**

We employ approximately 3,300 full-time associates. More than 1,300 work in Indiana, the home of our headquarters.

## OUR CORPORATE LOCATIONS



## OUR BRANDS



With a history dating back to 1879, Bankers Life offers a broad selection of life and health insurance products designed especially for Americans who are near or in retirement. Dedicated agents meet customers in their homes and present products and services "across the kitchen table." The size of our agent force is among the very top in the nation, with approximately 4,200 average producing career agents across more than 260 U.S. sales offices.



Colonial Penn is a pioneer in designing life insurance products for mature Americans. For nearly 60 years, customers have turned to Colonial Penn through mail, online and by phone to buy simple, affordable term and whole life insurance.



Washington National is a leading provider of supplemental health and life insurance, helping protect middle-income Americans from the financial hardship that comes with critical illnesses, accidents and loss of life. For more than 100 years, Washington National has helped customers make informed decisions from the comfort of their homes or at the workplace.

**40|86**  
Advisors

40|86 Advisors, Inc. is a fixed income investment advisor. The firm had approximately \$24 billion in assets under management as of December 31, 2018, including public corporate debt securities, taxable municipal bonds, emerging market securities, high-yield bonds and mortgage-related securities.

# Business Need

- CNO's workflow / process management system has been in place for 15 years, and we needed an intelligent Business Process Management Software (iBPMS) solution.
- We wanted to improve processes and leverage the advanced capabilities that an iBPMS tool could provide.
- CNO wanted to improve our customer and associate experience by enhancing our internal and web-facing system capabilities supporting the entire customer lifecycle.
- The existing CRM platform was costly and needed a significant upgrade to meet the latest usability and business requirements.



# Why Pega?

- Pega offered the following capabilities:
- Ability to leverage built-in modules / frameworks designed to support the needs of the insurance industry
- Ability to implement solutions quickly with less custom coding to support aggressive implementation timelines
- Ability to leverage artificial intelligence to support our end user activities by making recommendations real time
- Ability to automate activities with integrated robotics solutions
- Ability to share data natively across diverse user populations using multiple business applications



# How Pega Will Help Us



# CNO Journey – A Story of Two Waves

## Accelerated strategic wins:

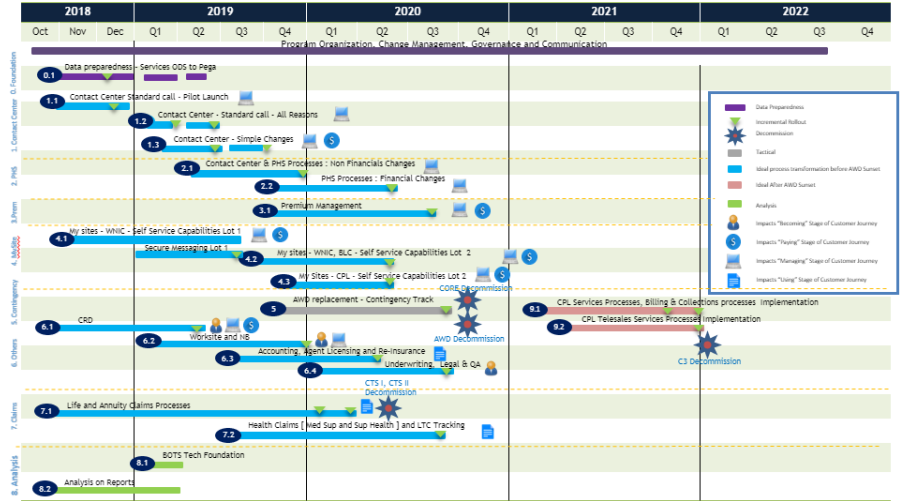
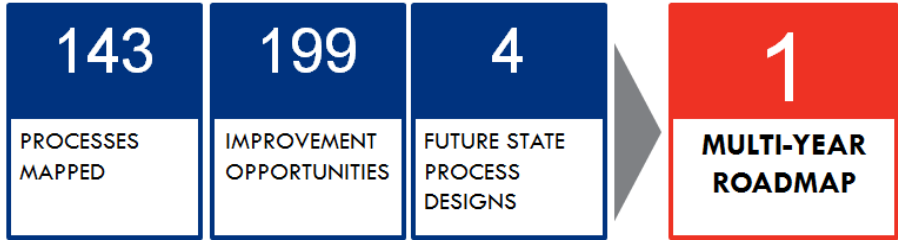
- Bankers Life national sales application in 9 months
- ColonialPenn.com sales website in 9 months
- Washington National self-service website in 9 months
- Washington National sales application delivery in Q4 2019

## Foundational work leveraging PEGA applications across the enterprise:

- Strategic roadmap to guide
  - Business transformation
  - Sharing case data across teams
  - Re-engineering over 150 processes (thousands of case types)
- Selection of legacy applications to retire, reducing technical debt
- Launched first large scale Agile program, with 6 concurrent scrum teams

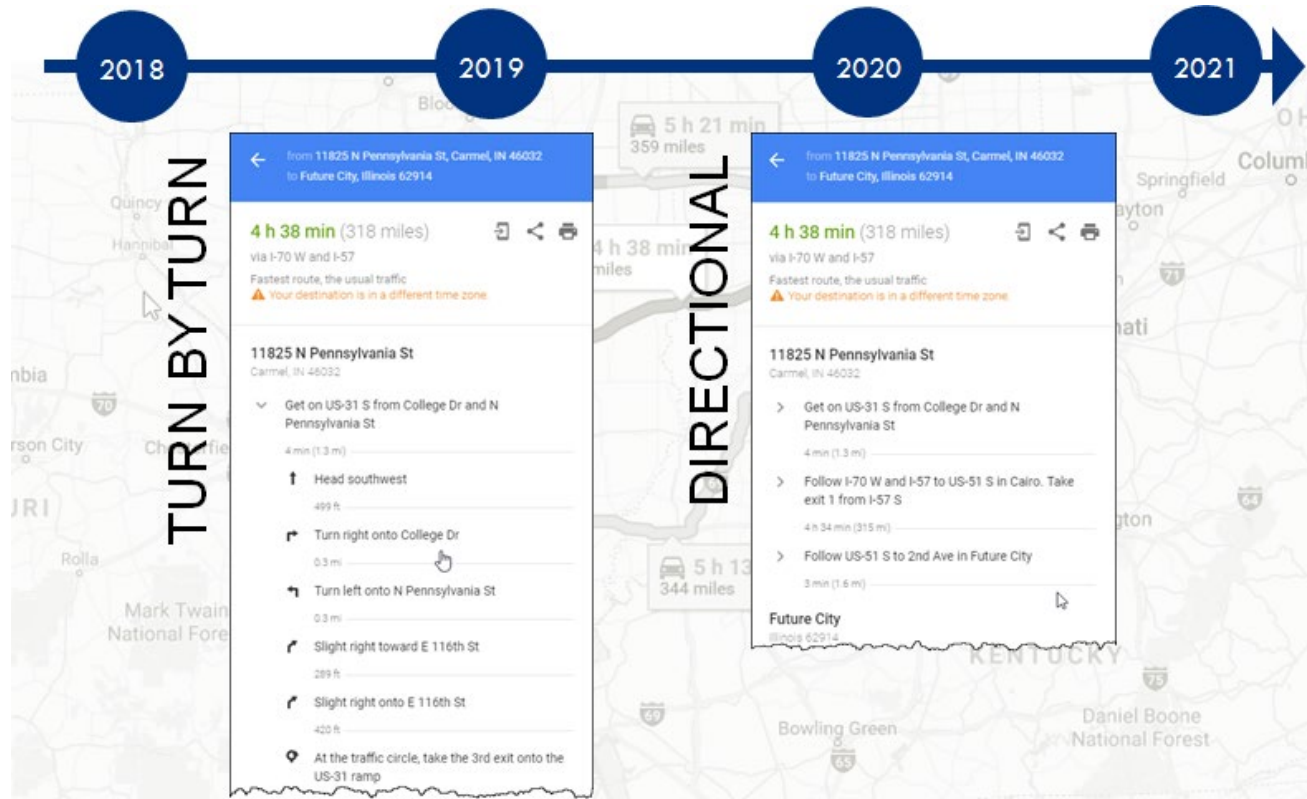


# Our Planning Process

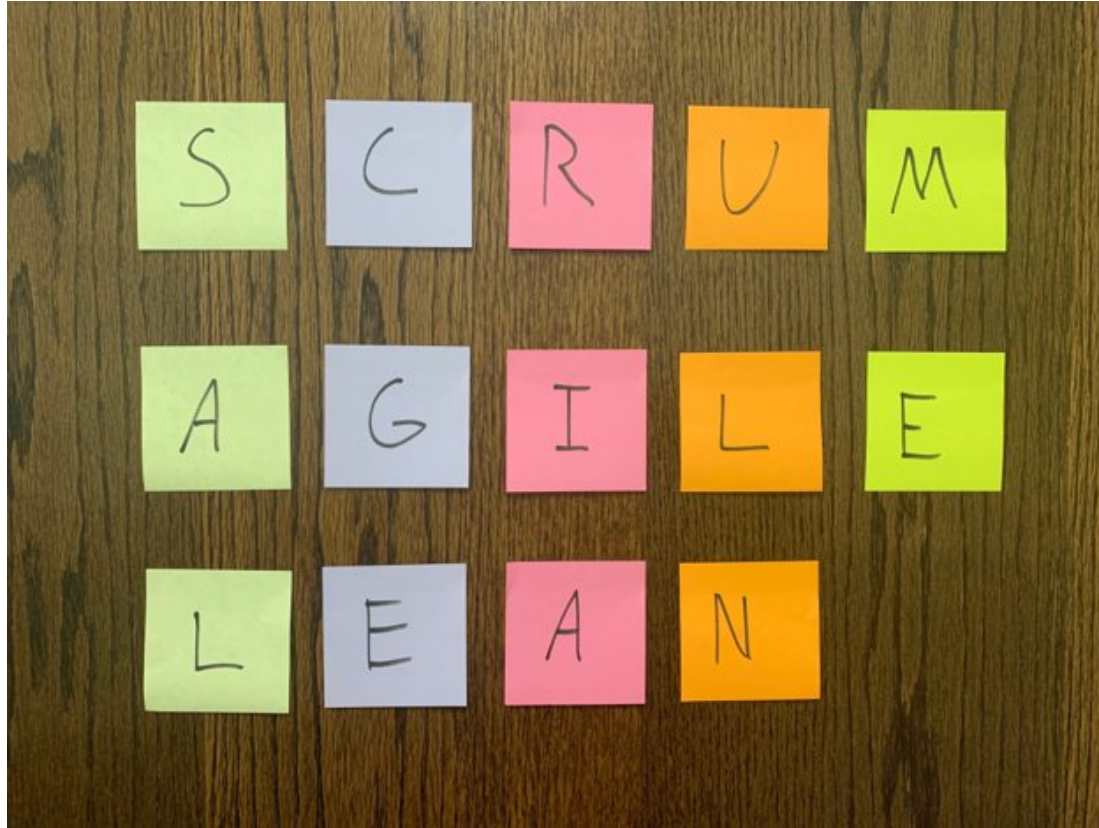




# Navigating the Roadmap



# Delivering Differently



# PARTNERSHIP



# Next Steps of our Journey

- Realize the power of a single enterprise platform
- Simplify IT environment
- Leverage AI to improve customer experience



# Q&A



**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>