

# HiRoad\* launches behavior-based, direct-to-consumer business



## Business Case:

**Goal:** Put in place a modern end-to-end platform to support usage-based personal auto insurance that recognizes and rewards good driving behavior and supports a fully digital user experience.



## Sought a system that would:

- Support data-driven underwriting and pricing
- Leverage UBI technology
- Allow for mobile-first customer experiences
- Enable rapid development, fast integration, and scale on demand



Private Passenger Auto



Target Market:  
Urban Millennials

## Project scope:

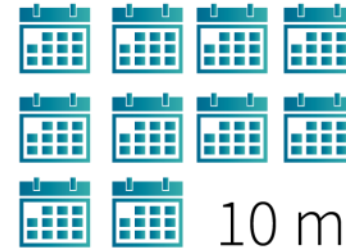


Full Core Suite

policy admin + billing + claims  
+ customer management  
+ customer experience



## Platform deployment timeline:



10 months

## Implementation details:



Partner-led initiative with Cognizant playing a prime role in the implementation



Project team leveraged EIS CoreVelocity™ to accelerate deployment while increasing quality



Production environment

\* Established as a separate company in the State Farm® family of companies