

# Life Insurance company overcomes the challenges of a digital modernization initiative

Industry: Financial Services



## Challenge

As part of an ongoing digital transformation initiative, Pacific Life, a life insurance and annuities company, was experiencing challenges with the project; lack of momentum, deficient communication, and quality issues were just a few of the problems they faced. Users encountered sluggish interfaces and systemic performance issues that required weekly environment restarts to resolve.

Pacific Life sought a partner that could provide enhanced delivery, training, and better coordination within the team in both their Appian and agile practices. They were looking for ways to accelerate time to value and lower TCO by using pre-built Macedon components and plugins.

## Solution

The Macedon team quickly deployed their best practices, tested and refined methodologies, perfected by over a decade of experience, enhancing the client's agile technique, increasing development velocity, and improving application performance.

Macedon trained Pacific Life to utilize agile management tools to their full potential to effectively track tickets, work completed during development sprints, and user

*"It was hands-down everyone's favorite project. The entire Macedon team was great to work with. All of them are very skilled, very efficient, and so friendly. I want to be sure they know how much we appreciate their work and hope they sensed our extreme enthusiasm for the product they delivered!"*

— Manager, Financial Systems

## Solution Continued

story status. Macedon also instituted behavior-driven development (BDD), coaching the client to design systems with the end-user in mind. The revitalization included a migration of their on-premise installation to Appian Cloud, reducing downtime, cost, and required maintenance.

Additionally, the Macedon team delivered this solution using fewer resources than the previous vendor and introduced home-built application accelerators from their Accelerated Delivery Suite™. Macedon leveraged its Center of Excellence (COE) and Architect resources to assess applications and improve performance.

## Result

In partnership with Macedon, Pacific Life rejuvenated its transformation initiative. The collaboration resulted in fewer development bugs and a decrease in the bug resolution timeline. Macedon was highly praised for changing a manual approval process into an Appian workflow. BDD established a common, cohesive understanding between the business, developers, and testers, streamlining communication. With the aid of the Macedon COE and Architects, the customer was able to eliminate weekly restarts and accelerate their time-to-market by utilizing components of Macedon's Accelerated Delivery Suite™.

## From sluggish and disjointed to rejuvenated and streamlined



Streamlined  
Communication



Increased  
Proficiency



Automated



Reduced Costs

### About Pacific Life

For more than 150 years, Pacific Life has helped millions of individuals and families with their financial needs through a wide range of life insurance products, annuities, and mutual funds. Pacific Life counts more than half of the 100 largest U.S. companies as its clients and has been named one of the 2021 World's Most Ethical Companies® by the Ethisphere Institute.

### About Macedon Technologies

Macedon has improved business processes and developed automation software since 2009. We offer first-class intelligent automation to evolve the way businesses work and achieve better outcomes. We help organizations connect technology to their core business model while aligning it with the marketplace and their culture.