

Update on SERFF Modernization

**NAIC Spring National Meeting
Phoenix, AZ
March 2024**

NAIC NATIONAL ASSOCIATION OF
INSURANCE COMMISSIONERS

Drivers for Change



Operational Efficiency

The industry and regulators alike are increasingly resource constrained. There is a need to move from data entry to analysis. Process opportunities extend beyond technology to improve rate and form filing efficacy to improve product speed to market.



Product Complexity & Innovation

Consumer needs are changing; products to meet these needs are becoming more innovative and complex. InsureTech, smart contracts and predictive models are just a few examples of change putting increasing pressure on SERFF.



Technological Advances

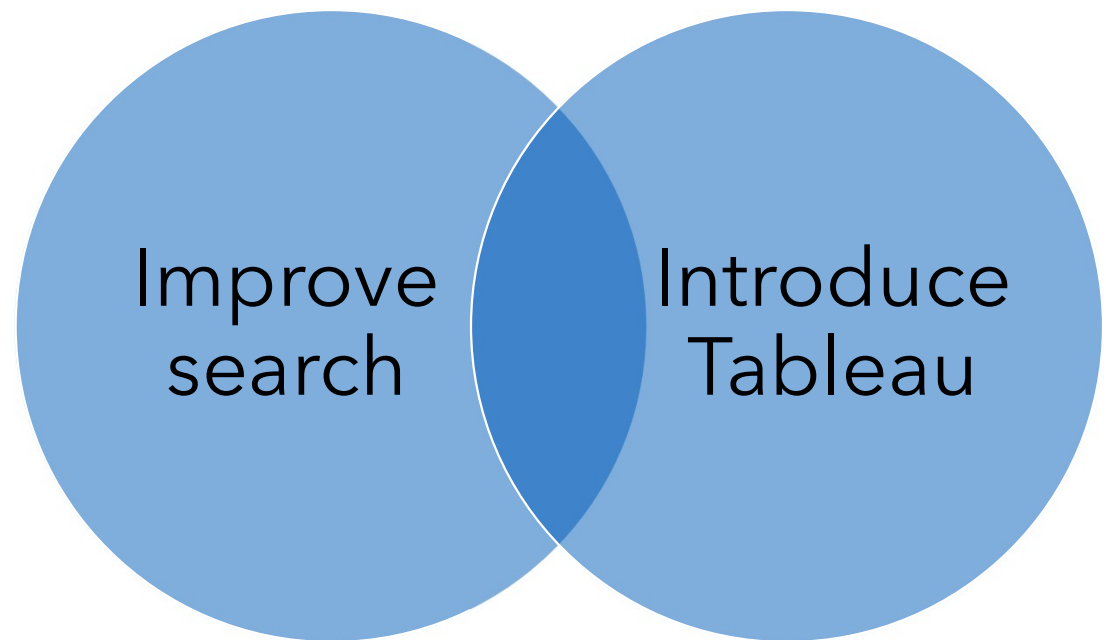
Regulators and industry alike require better system integration capabilities with SERFF, improved workflow experience, reporting and data extract capabilities, and analytics. Technological advances are now making this possible.

Phases 1 and 2- Delivered

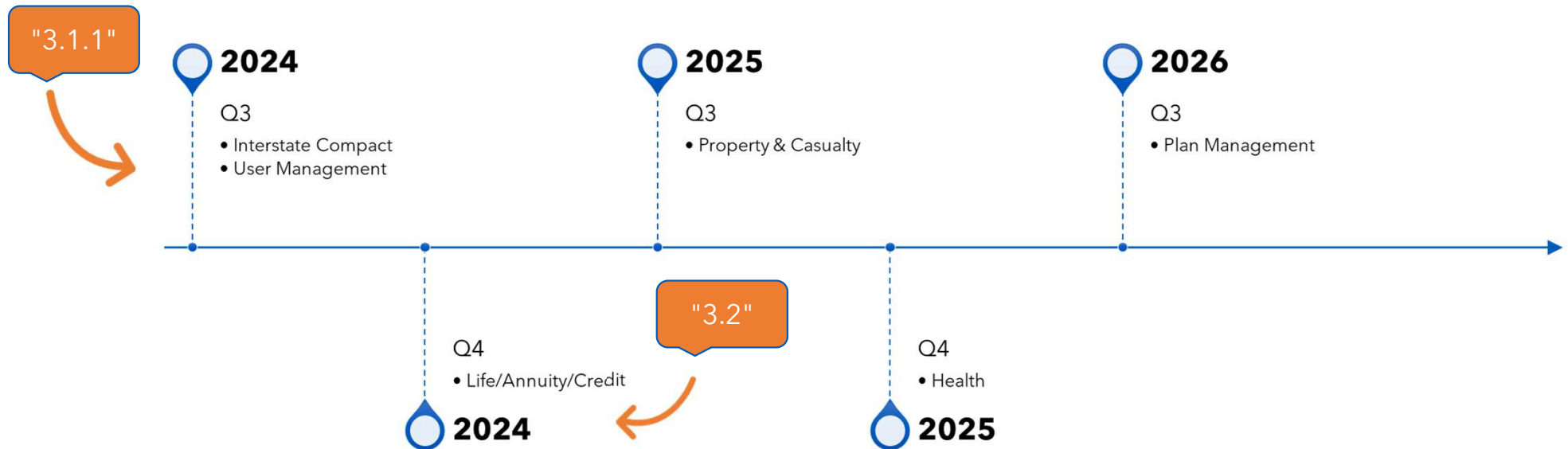


GOAL

Address pain points in existing system while building foundational components for new platform.



Phase 3 - Project Timeline



2024 Outreach

- Continue state and company site visits
 - Kansas, Missouri and New Mexico visits completed in Q1
 - Company visits focused on KC Metro area for now
- Conduct in person workshops
 - Virtual workshop for states and in person workshop for filers completed in Q1
 - Planning additional 2024 workshops - dates and focus TBD
- Expand virtual offerings
 - Virtual workshop for states completed
 - March PSC meeting included a demo to a record setting 395 attendees!
 - Offering virtual presentations to groups such as AICP, LHCA and NAMIC
- Attend and present at conferences and NAIC National Meetings

Targeted User Outreach

State Liaison Program

- All states have been assigned a liaison to help them prepare for the new platform
- The liaison will provide individualized assistance, answer questions, gather requirements, and help with training
- Liaisons currently focused on preparation for Compact release and requirements for Life/Annuity/Credit release

Industry Key Contact Project

- Kicking off "key contact" project
- Gather one to a few contacts for each SERFF industry instance
- Key contacts will help distribute information to other users and provide feedback

What is Co-Existence?



"SERFF Legacy" and "SERFF Appian" will run concurrently as we transition usage by business type



For the initial release, 3.1.1, many users will be working in both systems

Preparing for 3.1.1 & Co-Existence

Compact Filings

- In progress and closed Compact filings will be migrated to the new platform
- State filings will remain in the current platform - "Legacy"
- You may hear the new platform called "SERFF Appian"
- A new public access portal will be available for Compact filings

User Management

- Largely self service
- Manages both legacy and new platform access and privileges
- New platform uses NAIC single sign on

Training



User Management - recorded and written training materials



Compact staff and member state regulators trained by project team



Industry users - live training for Compact filing companies



Recorded and written training materials to supplement



No fees for 3.1.1 training

Getting to Production



Feature development and testing



Practice release and rollback



Training and communication activities




Soft launch for set up and configuration


The Big Event!

- The release will likely occur over a weekend
 - Possible downtime on a Friday and/or Monday
 - Team is estimating activities to determine how long we need
- Systems unavailable for ALL users during release window
- Release activities include data migration and code deployment
- Project team will verify migration and deployment success
- New platform opened for use, legacy SERFF back online





Warranty Period


 Address migration questions and issues

 Assist users with new features

 Release "hot fixes" if necessary

 Establish release cadence – 5 to 6 weeks

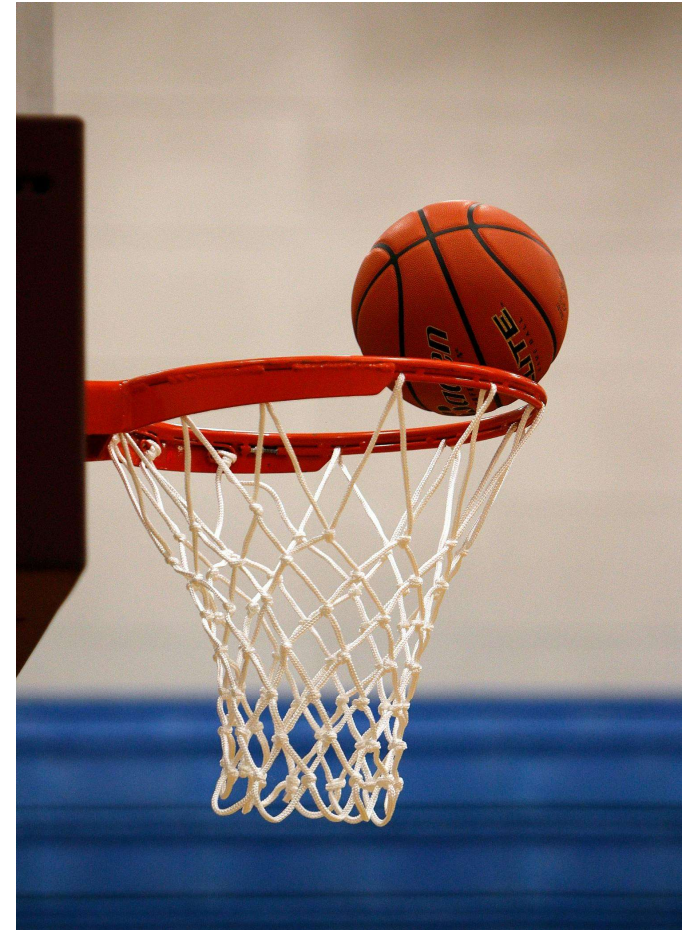
 Continue training activities

 Begin work on Phase 3.2

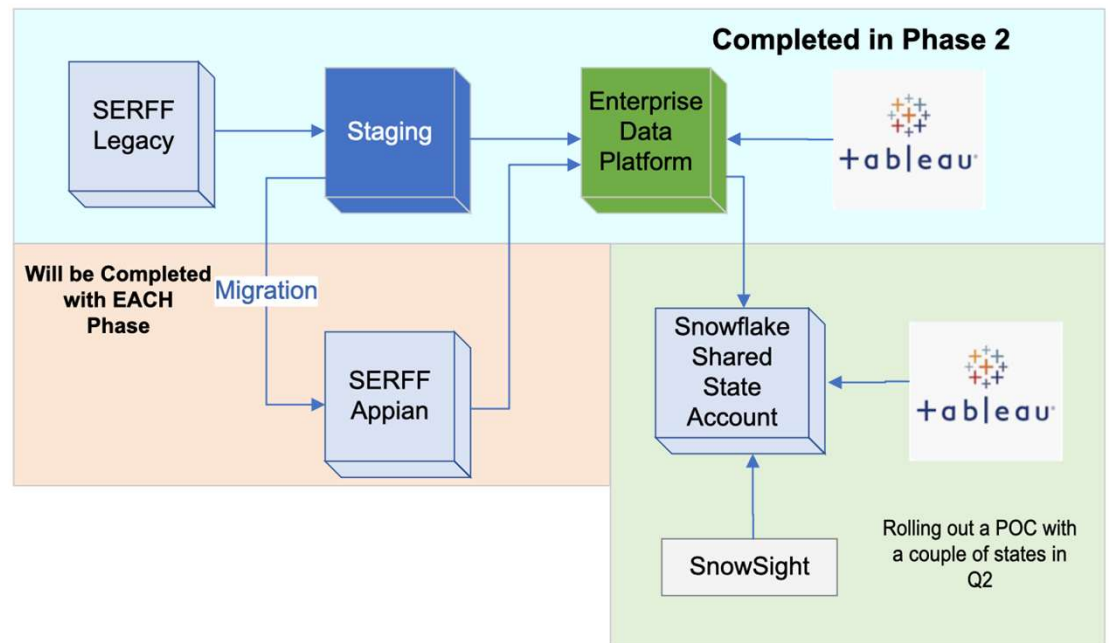
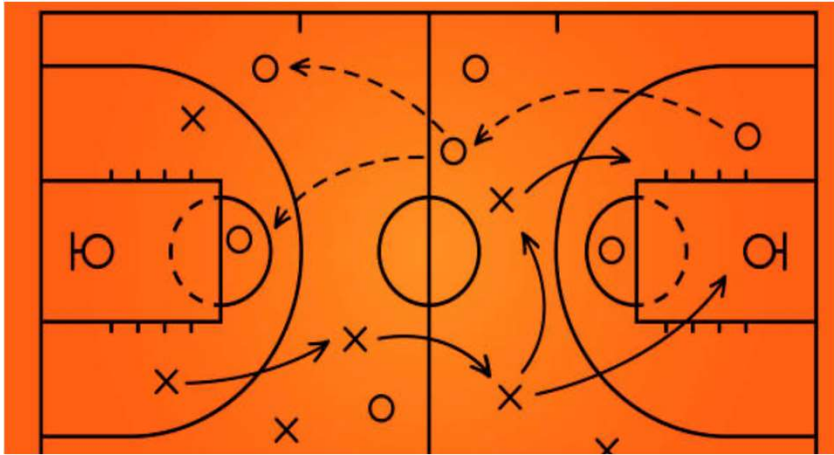
SERFF Modernization Data Overview

Goals

- Seamlessly move your data from SERFF Legacy to SERFF Appian
- Continue to improve data access for reporting and analysis



Data Management Overview



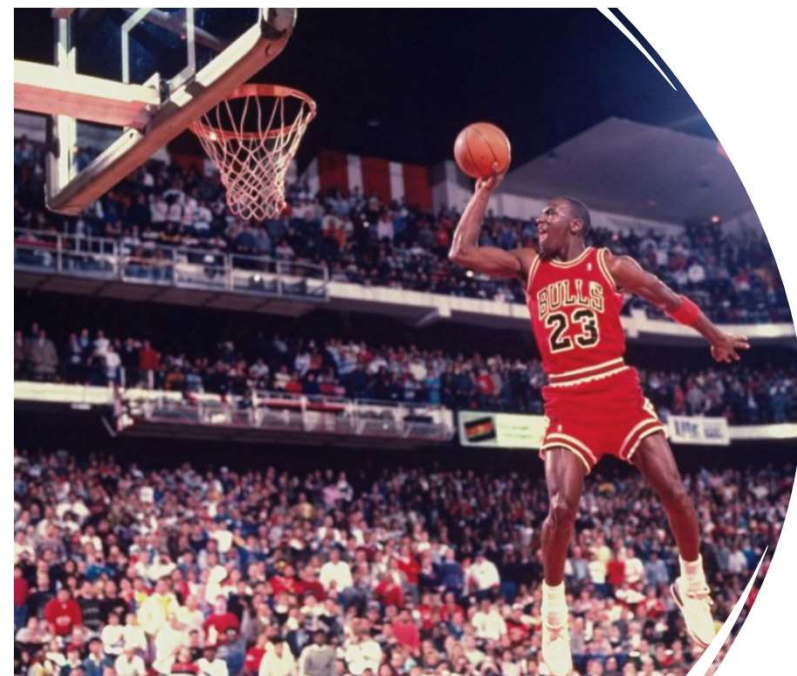


Data Migration Handoff

- Work with your SERFF Liaison to identify staff who can review the migrated data for each roll out in SERFF Appian.
- We will provide a guide during rollout activities, but we don't know your data like you do.

Improved Ways to Get Data for Reporting and Analysis

- SERFF Appian Reporting Feature and Widgets
 - Action Based / SERFF Application Users
- Tableau
 - Trending / Cross Application / Visualization
- Snowflake Shared State Account
 - Data Analysis / Back Office Integration





Questions & Feedback

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Thank You!

Questions & Feedback

Email - SerffModernizationQuestions@naic.org