Insurer Saved 100+ Hours With Cloud Address Verification

AT A GLANCE

Challenge
Legacy System Migration &
USPS Mailing Discounts

Solution
Smarty Cloud-Based US
Address Verification API

Results
100+ Hours Saved & Shipping
Automation Discounts

The Client

There's nothing like that blissful feeling when a meeting ends early and you get a little extra time back in your day, right? Now imagine multiplying that feeling by 100. That's how our client, a large Midwest-based commercial insurance company, felt when they migrated from an on-premise legacy system to Smarty cloud-based US Address Verification API.

In addition to time savings, accuracy and CASS-certification were paramount for this client, an insurance company with an ever-growing library of risk management tools and state, regional, and national association partnerships.

The Challenge: Legacy System Migration & USPS Mailing Discounts

Our client serves customers across the United States and

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routinely mails out important notices including policy adjustments, certificates of insurance, and more. Each year they send hundreds of thousands of mail pieces. To best serve their clientele, they rely on an address verification and validation service to ensure mailings are sent to the right addresses and delivered on the first try. In addition, to receive the USPS bulk mail automation discount, the business needs to maintain their status as a CASS-certified mailer (which requires their address verification tool meets certain accuracy standards).
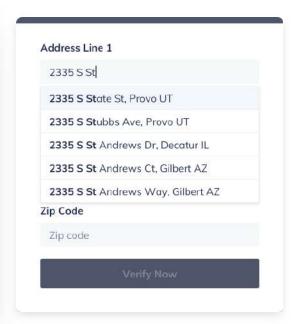
They wanted to migrate from their on-premise, legacy mainframe address validation system for a variety of reasons. While they'd been using the Finalist® on-premise software from Pitney Bowes/Precisely, the client found the learning curve of a mainframe software installation and ongoing maintenance has been cumbersome. In addition, to meet USPS and CASS certification standards, the on-premise legacy system required nearly annual upgrades. While these aren't difficult, performing the upgrades takes up a lot of time and creates a potential failure point and they found that a full legacy system migration was warranted.

The Solution: Smarty Cloud-Based US Address Verification API

The insurance company chose to modernize their technology from their legacy on-premise system to Smarty cloud-based US Address Verification API. "The process was quick and easy," said the client's IS Systems Developer. This was his first foray into setting up calls to a cloud-based vendor. The IS team also appreciated the way the documentation from Smarty was organized and when they had questions about the SDK, they were pleased with how quickly the support team provided answers.

Address Line 1

2335 S St

2335 S St**ate** St, Provo UT

2335 S St**ubbs** Ave, Provo UT

2335 S St Andrews Dr, Decatur IL

2335 S St Andrews Ct, Gilbert AZ

2335 S St Andrews Way, Gilbert AZ

Zip Code

Zip code

Verify Now

The Results: 100+ Hours Saved & Shipping Automation Discounts

Not having to do annual upkeep on an on-premise legacy system software has delivered immediate gains for the insurance company. Compared to an average year requiring a full version upgrade, using Smarty cloud system has saved the client 80-120 IT man hours. And compared to years that wouldn't have required the full upgrade to the on-premise solution, they're still saving 15-20 hours by not needing to make monthly database updates.

The client also believes the Smarty cloud-based API speed is comparable or even faster than their legacy on-premise software. Using Smarty, they're able to cleanse addresses in batches right before print time and get bulk USPS mailings out efficiently, accurately, and with discounted shipping rates.