

Why Document Management Is Now a **Competitive Advantage in Insurance**

How leading insurers and brokers eliminate operational friction to deliver faster claims, stronger compliance, and superior client experiences.

THE EXECUTIVE LENS

A Business Risk Hiding in Plain Sight

Insurance firms have invested heavily in policy systems, CRM platforms, and digital customer channels. But a critical gap remains. The way organizations manage the documents and information that run the business - client files, claims records, compliance evidence, underwriting guidelines - has not kept pace with those front-office investments. What was once considered an IT issue has become a business problem.

This problem is operational friction. It is the systemic drag created when critical documents lack context, are disconnected from processes, and are scattered across systems. It slows claims, introduces regulatory risk, and limits the value of every other investment. And as complexity continues to grow - across lines, geographies, and regulatory regimes - so does the impact.

Three converging pressures are making this a boardroom priority



Regulatory intensity is increasing

Solvency II, FCA and PRA operational resilience expectations, IAIS standards, and data protection requirements are tightening. Regulators expect instant access to complete, current documentation with full audit trails.



Digital transformation asymmetry

Investment in front-office technology - CRM, digital portals, telematics - has outpaced back-office information infrastructure. The data produced by modern insurance operations has no intelligent home.



AI and competitive readiness

AI cannot deliver value without trusted, contextualized information. Without it, AI produces unreliable outputs and stalls. Clean information architecture is the foundation for every AI initiative on the roadmap.

\$5.4M

Average cost of a single compliance failure in insurance, including fines, remediation, and reputational impact (Industry estimates)

Where Operational Friction in Insurance Shows Up

Operational friction is not theoretical. It shows up across the business in measurable ways.

1 - Client & Claims Information Chaos

Claims and client files scattered across policy systems, email, legacy ECM, and shared drives mean staff cannot quickly build a complete picture of a client, claim, or risk.

2 - Manual Claims & Underwriting Workflows

Underwriting submissions, quote-to-bind workflows, claims assessment, renewals, treaty documentation, and delegated authority approvals move through email and spreadsheets - creating inconsistency, SLA risk, and a compliance audit trail that cannot be reconstructed.

3 - Regulatory & Compliance Exposure

Solvency II, FCA, and data protection obligations demand airtight document control. Poor audit trails and uncontrolled copies create exposure in regulatory reviews and dispute resolution.

4 - Broker & Carrier Collaboration Gaps

Underwriting submissions, binders, bordereaux, certificates, qualification documents, policy endorsements, and treaty documentation move through insecure, untracked channels with no visibility into version, status, or expiry.

5 - Workforce Productivity Loss

Knowledge workers in claims and compliance teams spend a disproportionate amount of time searching for information rather than using it - compounding capacity risk.

6 - M&A and Due Diligence Exposure

When buyers or investors request documentation, disorganized information extends timelines and raises questions about operational maturity that have nothing to do with actual performance.

THE BUSINESS CASE

M-Files customers in insurance consistently report measurable outcomes across three dimensions:



Compliance & Regulatory

- Full compliance traceability without manual record reconstruction
- Continuous audit readiness - evidence connected and always available
- Electronic signatures with tamper-proof approval history



Claims & Operations Efficiency

- 92% faster policy cancellation (Austbrokers Countrywide)
- 95% faster debt processing; 22% faster payment collection
- Automated underwriting submission routing, claims escalation, endorsement approvals, and verified workflow closure



Workforce & Client Impact

- 60% improvement in lead conversion without adding headcount
- Up to 294% ROI across M-Files customer base
- Faster onboarding and reduced admin burden for broker and claims teams

THE ROOT CAUSE

Documents Without Context



Documents are the DNA of insurance. They define how clients are onboarded, risks are assessed, claims are processed, and regulatory obligations are met.

But in most organizations, documents are treated as static files - disconnected from the clients, policies, and claims they support. The context that gives them meaning lives in email threads, disconnected systems, and individual knowledge. Without context, teams cannot trust what they find. Processes rely on manual coordination. Compliance becomes reactive. AI cannot deliver reliable insights.

This lack of context is the root cause of operational friction in insurance.

How Leading Insurers Eliminate Operational Friction

Solving operational friction requires more than improving document control. It requires a new way of managing information across the business.

Leading insurers and brokers are adopting M-Files Context-First Document Management. Instead of organizing documents by where they are stored, information is organized by what it is - connected to the client, policy, claim, or compliance requirement it supports. The result is a connected system where information surfaces when and where it is needed, with full context and trust.



M-Files really helped us drive security. You can implement security right down to the file level if needed. When someone without clearance searches for it, it simply doesn't appear. It's a really useful tool

**Manager of Technology
and Information Security -
Medical Insurance Provider**

Context-First Document Management transforms how work gets done across critical insurance workflows:



CLIENT INFORMATION MANAGEMENT & ONBOARDING

Every KYC/AML document, underwriting submission, proposal, treaty document, risk presentation, risk presentation, and correspondence is connected to the client and broker relationship it governs - visible across all teams in a single view, regardless of where it was created or stored.



CLAIMS MANAGEMENT

Claims, underwriting submissions, endorsements, and delegated authority workflows move through automated processes - with ownership, evidence, decisions, and closure all tracked automatically. Full audit trail created in real time, ready for regulatory inspection or dispute resolution.



POLICY ADMINISTRATION & ENDORSEMENTS

Endorsements, policy changes, binder approvals, and treaty documentation workflows flow through automated approval processes with full traceability. Every stakeholder works from the correct version, reducing coverage disputes and downstream errors.



COMPLIANCE & REGULATORY READINESS

Compliance evidence - training acknowledgments, document approvals, retention schedules, and audit trails - is automatically connected and continuously maintained. Regulatory reviews become a system output, not a manual scramble.



By using M-Files to incorporate these automated workflows into its operations, Austbrokers Countrywide has been able to make significant inroads towards achieving its goals of growing the business without adding staff members and focusing on high-value client interactions."

Dilip Rao, Manager - Austbrokers Countrywide

This is not achieved by replacing existing systems. M-Files acts as an intelligence layer across policy systems, CRM, SharePoint, and Microsoft 365 - unifying documents and data without disrupting how teams work today.

WHY ACT NOW?

The urgency to address operational friction in insurance is accelerating.



1

Regulatory expectations are rising:

Greater demand for traceability, operational resilience, delegated authority governance, conduct documentation, and continuous audit readiness - across Solvency II, FCA, and data protection regimes - is compressing the window for firms to modernize their information foundation.

2

AI is moving from experimentation to execution:

Every AI initiative - intelligent claims triage, automated underwriting, generative client communications - runs on clean, contextualized, accessible information. Without it, AI produces unreliable outputs.

3

The cost of delay is immediate:

Disconnected systems increase regulatory risk, slow claims handling, and compound inefficiency every quarter. The ROI of acting now includes both future value and current cost avoidance.

Insurers that act now build the foundation for faster claims, stronger compliance, and scalable AI. Those that delay fall further behind - in service quality, regulatory confidence, and competitive positioning.

M-Files.

Getting Started

M-Files provides a proven, phased approach that allows insurance firms to start with high-impact use cases and demonstrate value quickly.

Organizations typically begin with client information management, underwriting submission management, claims workflow automation, or compliance and audit readiness - and expand across the business over time without disruption to existing systems.

Ready to see it in action?

[REQUEST YOUR EXECUTIVE BRIEFING](#)

