NelsonHall

Role of Cloud in Organization Development in the Health Insurance Sector in 2013

Report Abstract

Who Is This Report For?

NelsonHall's "Role of Cloud in Organization Development in the Health Insurance Sector in 2013" market analysis report is designed for:

- Sourcing managers investigating cloud sourcing developments

- Marketing, sales and business managers developing strategies to target cloud opportunities

- Financial analysts specializing in the support services sector.

Scope of the Report

The purpose of this study is to assist sourcing managers in understanding organizations' perceptions and short-term buying intentions around cloud.

In particular the study uses senior executive interviewing to establish:

- The role of cloud in organization development, including how do customers think that cloud services can help their business (growth, competitive advantage, access to technology, cost reduction, brand), and what cloud currently means to organizations.

- Current & planned adoption of cloud, including identification of what organizations are most likely to buy in the near future

- Attitudes towards cloud by service type

- Drivers & inhibitors of cloud

- Buying process & perceived vendor suitability, including identification of the leading vendors.

Key Findings & Highlights

The key business issues faced by health insurance companies include the need to reduce/control costs. Health insurance companies perceive cloud to play a key role in bringing down the cost of IT while facilitating the business' access to technology.

Cloud's utility and elastic nature and the ease of access to servers and storage that it can potentially bring are significant drivers for its adoption.

In addition, there is considerable change taking place in the health sector and health insurers do perceive cloud as having a relatively high relevance in the introduction of new business applications compared to other sectors.

At present the bulk of cloud deployments in the health insurance sector are in support of email and collaborative applications.

Vendors will need to address concerns through governance, commercial mechanisms and built-in technology tools to ensure sector specific data security and frameworks that ensure processes are carried out within regulatory compliant frameworks.

Contents

Other reports in this series include:

- Role of Cloud in Investment Banking Sector 2013
- Role of Cloud in Retail Banking Sector 2013
- Role of Cloud in Health Insurance Sector 2013
- Role of Cloud in Life Insurance Sector 2013
- Role of Cloud in P&C Insurance Sector 2013
- Role of Cloud in Media Sector 2013
- Role of Cloud in High-tech Manufacturing 2013
- Role of Cloud in Other Manufacturing Sector 2013
- Role of Cloud in Retail Sector 2013
- Role of Cloud in Telecoms Sector 2013
- Role of Cloud in Transport & Logistics Sector 2013
- Role of Cloud in Utilities Sector 2013.

Report Length

24 pages, consisting of 3 chapters, and a further 12 chapters, on role of cloud in different verticals, published as separate reports.

Report Author

Author name:

sarah.burnett@nelson-hall.com