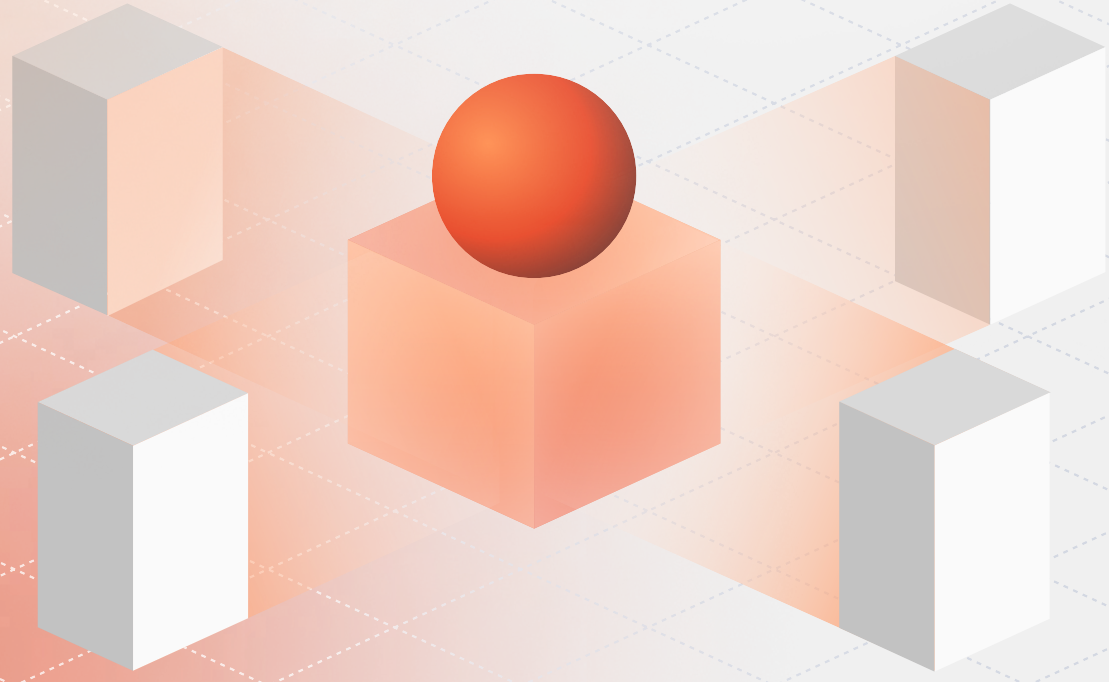
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Pricing and Rating Engines

Build vs. Buy, The Earnix Perspective



Build vs. Buy: The Smarter Way to Power Pricing and Rating

The Challenge

Insurance carriers today must increase their agility to compete in a fast and constantly changing market. Today, modernizing legacy systems is one of the most difficult operational challenges that insurers face. Outdated applications and homegrown systems simply can't support the advanced pricing strategies and dynamic rating plans needed to stay ahead.

The Solution

Instead, a modern pricing and rating platform is now essential for insurers to move beyond the limits of legacy systems and fragmented solutions. These innovative platforms are purpose-built for today's evolving demands and deliver the enterprise-grade speed, governance, and control needed to accelerate decision-making, optimize performance, improve compliance, and bring more intelligent prices and rates to market faster than ever before.

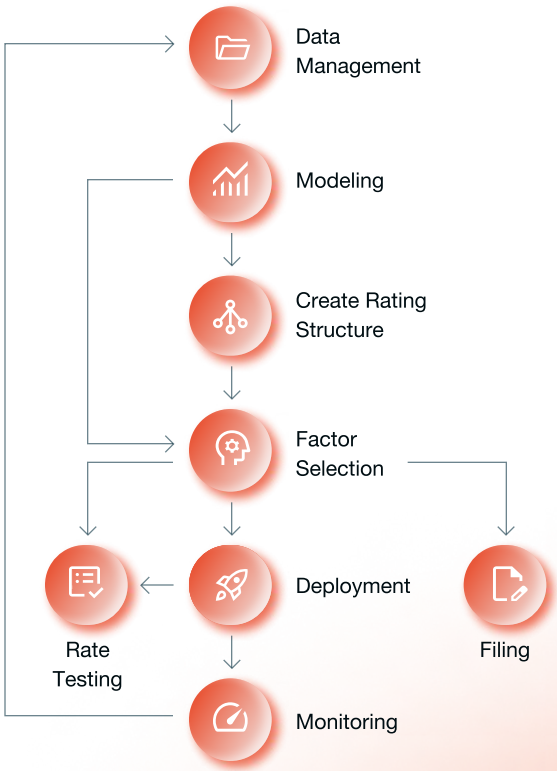
From Chaos to Control: Streamlining Pricing and Rating Processes

Let's face it: orchestrating pricing and rating across teams, geographies, and systems is a highly complex process. Inputs come from a wide range of sources, including data, modeling, testing, approvals, deployment, and monitoring. More often than not, each of these are handled by a different team with its own tools and workflows.

Yet without automation and centralized coordination, handoffs between these teams become inefficient at best – and error-prone at worst. Legacy systems and homegrown technology lack the governance and controls to manage these processes at scale, leading to excessive delays and too much risk.

A modern, unified platform brings more automation, structure, and oversight to every step, turning a once-chaotic process into a controlled, compliant, and repeatable engine for growth.

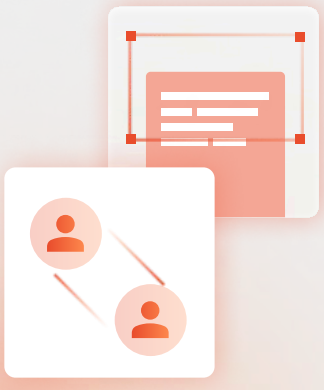
Yet for many insurers, the decision to modernize pricing and rating systems leads to a critical question: should we build it ourselves or buy a proven solution?



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Why Companies Should Buy, Not Build: The Earnix Advantage in Pricing and Rating

With Earnix, insurers can modernize their pricing and rating operations without the burden of building a solution from scratch. Instead, they gain a single, intelligent platform that streamlines pricing and rating from end to end – connecting teams, enforcing governance, accelerating time to market, and paving the way for AI-driven innovation.



Don’t Turn your IT Team into a Software Company

It’s tempting to hand pricing and rating modernization to internal IT teams, but this decision inevitably leads to long-term complexity. Building and maintaining software isn’t what insurance IT teams were designed for. As a result, expecting them to act like full-time software developers often results in technical debt, slower updates, and missed opportunities for innovation.

When insurers build internally, they inherit the burden of continuous maintenance, support, and compliance updates. In a landscape where customer expectations, market shifts, and regulatory changes come fast, those updates need to happen constantly – not just “whenever IT has time.”

By choosing a proven platform like Earnix, insurers can bypass these challenges and limitations. Business leaders can take direct control of pricing and rating, making fast changes without relying on IT. It’s a smarter way to modernize systems and enables IT to focus on what they do best while freeing the business to move faster and with more agility.

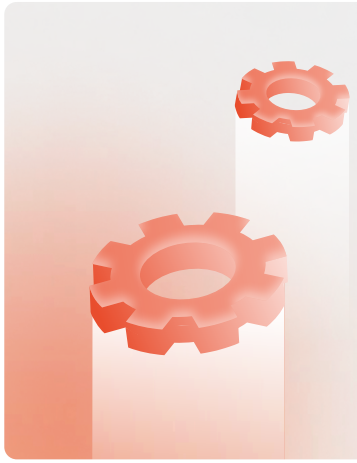


Accelerate Time to Value

Core system overhauls can take years but pricing and rating can’t afford to wait.

Building a solution internally often takes far longer than expected. IT teams must juggle competing priorities, develop new expertise, and then manage updates, testing, integration, and so much more, all while keeping existing systems running. Even after the launch, these homegrown systems may take years of finetuning before they deliver real impact.

Earnix eliminates these delays. Our cloud-based, enterprise-grade pricing and rating platform delivers the fastest time to value by enabling insurers to develop and deploy the best prices and rates quickly, improving time to market and speeding up profitability.

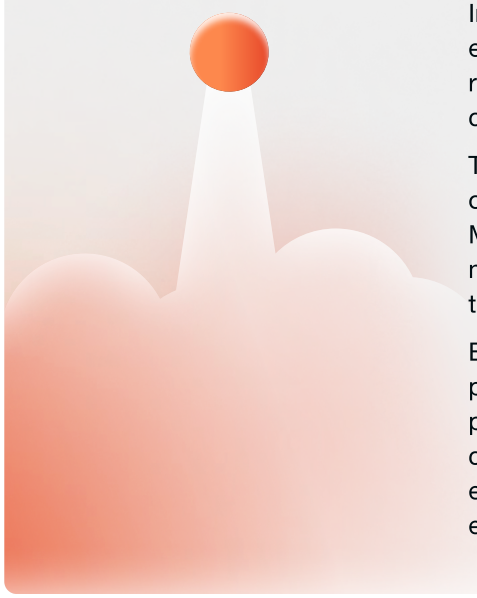


Proven, Scalable Enterprise Technology

Best-in-class rating engines are built over decades, tested by thousands, and designed to meet the highest standards in scalability, security, and performance.

Modern solutions must support enterprise architectures, strict compliance requirements, and seamless integration in cloud environments.

Replicating this internally is often impractical. By partnering with an experienced vendor, insurers can tap into well-established best practices, speed up deployment, reduce risks, and secure long-term success.



Innovating for the Future

Innovation in pricing and rating isn't a one-time project – it's a continuous effort. Keeping up with advances in analytics, pricing, rating, and global regulatory demands requires deep, specialized expertise and constant reinvestment.

This is where most internal IT teams come up short. They're not built to operate as product development departments with dedicated R&D pipelines. Maintaining a homegrown system demands time, talent, and budget, which most IT teams can't spare, especially as new technologies like AI transform the landscape.

Earnix solves these challenges. As a pioneer in applying machine learning to pricing and rating, we stay ahead of the curve by supporting native and third-party AI models built in your preferred analytical tools. Additionally, Earnix continually delivers cutting-edge industry innovations, empowering you to experiment, validate, and deploy new approaches while confidently ensuring compatibility with your pricing and rating infrastructure.



Governance and Compliance That Keeps Pace

Regulations like GDPR and the EU AI Act don't just apply where software is built. They apply where the software is used, which means that all insurers must account for global compliance standards.

Earnix continuously tracks evolving legislation and embeds compliance requirements directly into the product. This isn't a one-time effort – it's a long-term commitment.

Building your own solution means taking on this ongoing burden: budgeting for regulatory updates, maintaining governance controls, and ensuring you have the in-house expertise to avoid risk. With Earnix, that work is done for you, ensuring innovation stays within the lines.

Power What's Next Without Building from Scratch

For over 20 years, Earnix has helped leading insurers modernize their pricing and rating strategies with speed, precision, and confidence. Our real-time, analytical pricing engine delivers the right rates to any channel while enabling robust governance, compliance, and security.

The Earnix platform integrates seamlessly into your existing ecosystem and evolves with your needs. Instead of taking on the risk and complexity of building your own solution, you gain immediate access to proven technology that's been tested, trusted, and continuously enhanced for decades.

Decades ahead, ready today. When the stakes are high, buying from a proven partner like Earnix isn't just the faster path – it's the smarter one.



About Earnix

Earnix is the premier provider of mission-critical, cloud-based intelligent decisioning across pricing, rating, underwriting, and product personalization. These fully-integrated solutions provide ultra-fast ROI and are designed to transform how global insurers and banks are run by unlocking value across all facets of the business. Earnix has been innovating for insurers and banks since 2001 with customers in over 35 countries across six continents and offices in the Americas, Europe, Asia Pacific, and Israel.

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