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Maximizing Insurance Profitability

The Power of Externalizing Rating With Earnix And Guidewire



Introduction

In today's rapidly evolving insurance landscape, the ability to adapt swiftly to market changes and customer demands is paramount. Traditional rating engines, often embedded within legacy systems, pose significant challenges in terms of flexibility, speed, and efficiency.

This whitepaper explores the transformative benefits of externalizing your rating engine through the strategic partnership between Earnix and Guidewire. By leveraging Earnix's advanced rating capabilities alongside Guidewire's Policy Center, insurers can achieve unprecedented operational efficiency, drastically reduce rate creation times, minimize errors and costs, and foster better collaboration between business and IT departments.

Additionally, the adoption of cloud-based solutions and the provision of comprehensive training and support ensure that insurers can fully harness the power of these technologies, driving modernization and maintaining a competitive edge in the market. This whitepaper will delve into how this partnership addresses common pain points associated with legacy rating engines and offers a best-in-class solution for Guidewire customers.



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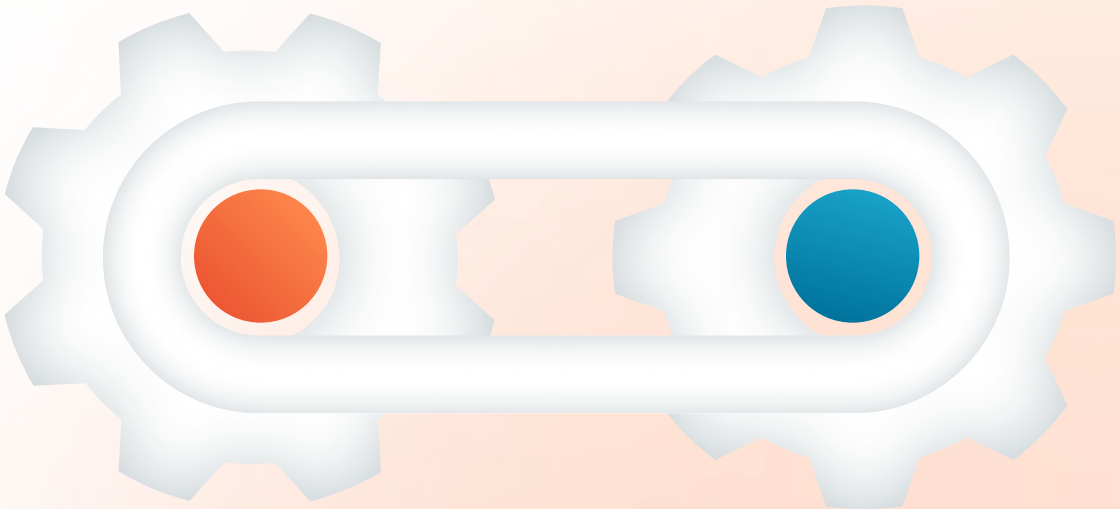
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Integration and Efficiency

The pre-built integration between Earnix's advanced rating capabilities and Guidewire's PolicyCenter makes externalizing your rating engine a seamless process. The combination of the two tools creates a powerful synergy that streamlines operational processes, making them more efficient and less cumbersome. By combining these two platforms, insurers minimize the need for extensive customization and additional infrastructure, allowing resources to be allocated more effectively, thereby significantly reducing the costs associated with implementation.

This integration is the first cloud-native integration in the Guidewire marketplace. Cloud-native solutions offer numerous benefits, including enhanced scalability, improved performance, and increased security. By leveraging cloud technology, insurers can all but guarantee that their rating engine operates smoothly and reliably, even during periods of high demand. This not only provides peace of mind for insurers knowing that their critical systems are robust and resilient, but also enhances the overall customer experience.



Speed to Market

The integration of Earnix and Guidewire accelerates the speed to market for new products and services. In the insurance industry, being able to quickly introduce innovative offerings is critical to out-perform competitors. The streamlined processes enabled by this integration allow insurers to respond swiftly to market demands and regulatory changes, ensuring they stay ahead of the curve. This agility is also crucial for maintaining customer satisfaction and attracting new business.

Another key benefit of externalizing the rating engine is the drastic reduction in rate creation times. Traditionally, developing and implementing new rates could take months, a timeframe that hinders insurers' ability to respond promptly to market shifts and emerging customer needs. However, with the integration of Earnix's rating engine, this process is significantly expedited, in some cases by up to 97%.



Gore Mutual experienced this benefit firsthand. They were able to significantly transform their pricing processes by implementing Price-It, reducing their rate creation time from six months to just four days. This integration streamlined their modeling, pricing processes and rating deployment, enabling quicker and more precise underwriting decisions and personalized insurance offerings. The use of advanced analytics and machine learning has further enhanced their market competitiveness by improving customer understanding and service.

This is critical for insurers to remain competitive. Market conditions can change rapidly, and customer expectations are continually evolving. Fine-tuning rates based on detailed analytics and market insights means that insurers can navigate market changes with confidence, innovate more freely, and deliver products that truly resonate with their customers' needs. This capability is not just a technological advancement; it's a strategic advantage that can significantly enhance an insurer's market position and overall success.

Reduction in Errors and Cost

Externalizing the rating process brings about a significant improvement in operational efficiency, particularly in reducing errors associated with the filing process. Traditional rating systems often involve complex, manual processes that are prone to human error.

These errors can lead to costly fines and regulatory penalties, which not only impact an insurer's bottom line but can also tarnish their reputation. By externalizing the rating process, insurance companies can automate and streamline these tasks, potentially eliminating all filing errors and the associated fines.

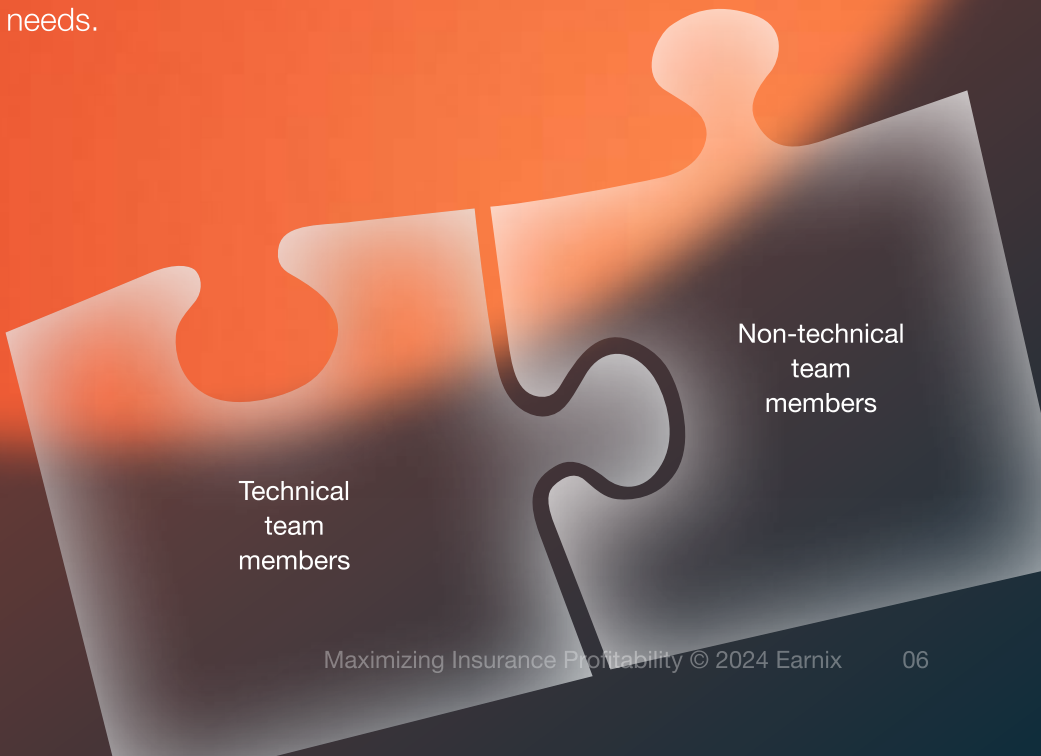


Collaboration Between Business and IT

Traditional integration methods of externalizing rating often require extensive coding knowledge, which can create a barrier for business users and increase dependence on IT departments. The no-code visual mapping interface provided by Earnix is a standout feature that significantly simplifies the integration process, offering an intuitive, user-friendly platform that enables users to integrate and manage complex systems with ease.

This tool fosters better collaboration between business and IT departments by bridging the gap between technical and non-technical team members. Business users can actively participate in the integration process, mapping out workflows and configuring settings without needing to understand or write complex code. This collaborative approach ensures that the integrated system aligns closely with business needs and objectives, while also freeing up IT resources to focus on other strategic tasks.

The flexibility of Earnix's architecture means that insurers can easily implement the system in a way that complements their existing processes and infrastructure, rather than having to overhaul their operations to fit a rigid tool. This flexibility also future-proofs the investment, as the interface can be readily adjusted to accommodate evolving business needs.



Cloud-Based Solutions and Training

The partnership between Earnix and Guidewire underscores the critical role of cloud-based solutions in driving the modernization of insurance operations. As the insurance industry continues to evolve, the need for agile, scalable, and efficient technologies has become paramount.

Cloud-based solutions offer a robust framework that enables insurers to streamline their processes, enhance data management, and improve overall operational efficiency.

Both Earnix and Guidewire are deeply committed to ensuring that their clients can fully harness the power of these advanced technologies. Recognizing that the transition to cloud-based solutions can be complex, they have placed a strong emphasis on providing comprehensive training and support. This commitment is not just about implementing new systems; it's about empowering companies to use these tools effectively. By offering extensive training programs, both companies equip their clients with the knowledge and skills needed to navigate and optimize their cloud-based operations.

Cloud-Native Flexibility

Adopting a cloud-native approach brings a multitude of benefits that can significantly enhance a business's agility and efficiency. One of the most notable advantages is the substantial reduction in integration times. Traditional on-prem solutions often require lengthy and complex integration processes involving hardware setup, software installation, and extensive configuration. In contrast, cloud-native solutions can be integrated much more swiftly, thanks to pre-built connectors and APIs that streamline the process. This efficiency translates to a remarkable 60% reduction in integration times, allowing businesses to start reaping the benefits of their new technologies much sooner.

Cloud-native architectures are designed to be modular and loosely coupled, making it easier to implement adjustments and enhancements as needed. This means that insurers can quickly update their rating models, adjust underwriting rules, or modify their pricing strategies to meet new market demands, incorporate feedback, or take advantage of emerging opportunities – without major disruptions to ongoing operations.

This ability to iterate and improve continuously is a key driver of competitiveness and innovation. Furthermore, the inherent scalability of cloud-native solutions adds another layer of flexibility. Businesses can easily scale their operations up or down based on demand, ensuring optimal resource utilization and cost-efficiency. This scalability, combined with the reduced integration times and post-deployment flexibility, makes cloud-native approaches an attractive proposition for businesses looking to modernize their operations and maintain a competitive edge.

Conclusion

Externalizing rating with Earnix and Guidewire enables insurers to simplify processes, reduce costs, and speed up market entry with cutting-edge cloud-native technology, helping insurers thrive in a competitive market. This partnership offers unparalleled agility and transformative efficiency gains, enabling insurers to operate more effectively, reduce costs, and enhance their competitive position.

The no-code visual mapping interface is cost-effective, reducing the need for specialized skills and accelerating implementation. Moreover, Earnix and Guidewire provide ongoing support, ensuring companies maximize their technology investments and build lasting partnerships that drive the future of the insurance industry. This innovative approach equips insurers to excel in a dynamic market.

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Ready to get started?

Schedule a demo

About Earnix, Ltd.

Earnix is the premier provider of mission-critical, cloud-based intelligent solutions designed to transform how global insurers and banks are run. Earnix solutions unlock value across all facets of the business, connecting with customers, and breaking away from the status quo imposed by legacy monolithic, single systems. Earnix's solutions offer systemized, enterprise-wide value with ultra-fast ROI. It has been innovating for Insurers and Banks since 2001 with offices in the Americas, Europe, Asia Pacific, and Israel. For more information visit: earnix.com.

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