# Streamlining Pricing Processes for Improved Profitability

In today's competitive insurance market, the ability to adapt quickly to changing market demands and optimize profitability is crucial. A strategic approach to technology modernization can revolutionize pricing processes and drive improved profitability throughout the implementation journey.

01

## THE POWER OF EXTERNALIZING YOUR RATING ENGINE

Externalizing your rating engine provides the ability to remain agile and flexible. By eliminating the need to align pricing changes with IT's Guidewire release dates, insurers can make pricing changes quickly and efficiently. This newfound agility will allow insurance carriers to respond to market demands and operational needs with unprecedented speed, giving them a competitive edge in the marketplace.

02

## LEVERAGING ADVANCED ANALYTICS AND MACHINE LEARNING

Externalizing your rating engine through Earnix will empower you to leverage advanced analytics and machine learning capabilities. By harnessing these technologies, you can improve pricing accuracy and optimize profitability. The ability to analyze vast amounts of data and identify patterns allows carriers to make data-driven pricing decisions, resulting in more accurate and competitive pricing strategies.

03

## GAINING A COMPETITIVE EDGE

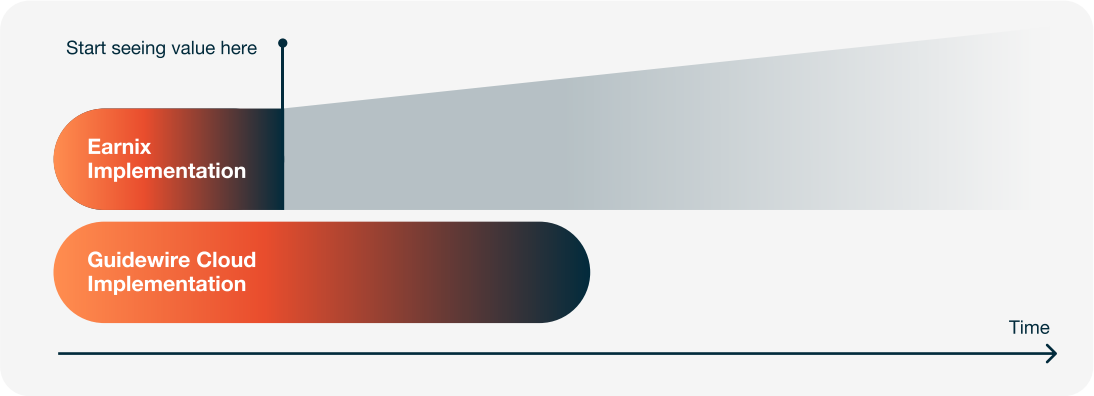
When you wait to implement Earnix Price-It until after you implement Guidewire PolicyCenter, you risk delaying the value of streamlined pricing processes and gaining a competitive advantage in the market. By implementing Earnix Price-It as part of your Guidewire journey, you realize the benefits of precise pricing much earlier and you gain a competitive advantage in the marketplace that you otherwise wouldn't. Implementing Earnix with Guidewire PolicyCenter first allows the insurer to realize the gains from the Earnix end-to-end pricing and rating solution while upgrading to Guidewire Cloud.

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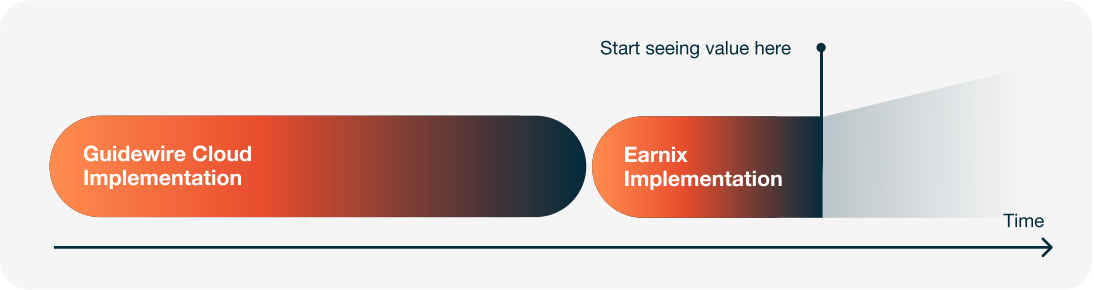
Sophisticated analytics for precise pricing, reduction of errors, automation, powerful rating engine =

↑ revenue and ↓ expenses = ↑ profitability

## IMPLEMENTING EARNIX TODAY




## WAITING TO IMPLEMENT EARNIX




04

## CONCLUSION

By integrating Earnix Price-It as part of your Guidewire journey, insurance carriers can not only streamline their pricing processes and drive improved profitability but also gain a competitive edge in the marketplace. This strategic approach ensures long-term success in an ever-evolving industry, making it a crucial step towards achieving your business goals and staying ahead of the competition. With Earnix Price-It, insurance carriers can confidently navigate the challenges of the insurance industry and emerge as a leader in the market.

Many Guidewire customers have already experienced unprecedented success by combining the power of Earnix Price-It and Guidewire earlier in their journey. By doing so, they have been able to capitalize on the capabilities that are driving significant savings, reducing reliance on IT, and allowing pricing teams to take advantage of improved speed to market. This has enabled them to get the rates needed to support the outcomes they desire, while freeing up more time to focus on Guidewire rather than rating and pricing. By following in their footsteps, you can achieve similar success and position yourself as a leader in the industry.


**READY TO GET STARTED?**

Earnix is the premier provider of mission-critical, cloud-based intelligent solutions 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.

Contact us

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