

## Case Study: Underwriting Modernization for Business Agility

### Infusing technology transformation with a business view to drive growth



- Founded in the 1930s
- Multi-line insurance carrier with 2,500 products
- A leading insurer with over \$40 B in revenue
- Manages >\$90 B in assets

*"We needed to simplify our legacy infrastructure and enable the reuse of business logic across the organization to speed up changes. Decision enabled us to roll out new user experiences for our customers and agents quickly. Now we can implement policy changes in days, not weeks."*

-Client Executive

### Customer Challenge

A Fortune 100 multi-line insurance carrier in the US with 12,000 agencies and over 2,500 products undertook an initiative to re-architect its technology landscape to support its aggressive growth goals. The business was frustrated with the long cycle of rule changes required by each state, often with three or more underwriting companies in each state. The number of rules related to pricing a single product could easily exceed 6,000 and any change required IT to interpret and implement the new business policy.

IT's hands were tied with expensive to maintain and high-risk legacy implementations. The current rules engine was technically complex and unable to support business-enabled change and requirements across multiple states, lines of business, and operating companies.

The company needed a way to represent complex business logic as simply as possible, and establish a capability of looking across an enterprise to address duplication, redundancy, incompleteness and other anomalies. Last, the company wanted the ability to externalize and expose business logic that enabled reuse.

## Benefits



**Enhanced  
customer  
experience**



**Reduced IT  
expenses**



**Improved  
governance  
and control**

## Outcomes and Benefits with Decision

- Generates higher profits and better decision making through improved understanding of risk, consistency with business policies, increased straight through processing, and reduced IT costs
- Increases customer satisfaction. Independent agents and their customers now enjoy a richer and enhanced user experience
- Accelerates time to market through a dramatic increase in the reuse of decision models across states, lines of business, and operating companies
- Implements rule changes in days, not weeks

**Contact us** to learn more about Sapiens Decision.

### About Sapiens Decision

Sapiens Decision is a subsidiary of Sapiens International Corporation (NASDAQ and TASE: SPNS), a leader in digital software platforms, solutions and services. Sapiens Decision transforms how businesses are approaching change, by modernizing traditional business rules management. Our solutions enable businesses to respond to market needs through accurate and consistent enforcement of business rules and policies. Sapiens Decision is used by major corporations in Banking, Insurance, Retail and Public Sector to implement process automation and drive digital transformation. For more information: [www.sapiens.com](http://www.sapiens.com)

