

Appian for Insurance INSURANCE PRODUCT MANAGEMENT

- Manage the full product launch lifecycle
- Accelerate speed to market for new products and services
- Ensure policy and procedure rules are executed consistently
- Create a repeatable engine for product innovation

Insurers battle commoditization through differentiated product offerings. Staying ahead of the competition is critical to maintain and grow market share, especially given new entrants to the insurance space including the rise of InsurTechs.

To differentiate themselves in the marketplace, insurers must define capabilities within existing product lines that are different than what the competitors currently offer, or create new ones all together. And once new products and services are launched—or changed—they need to be monitored across many facets of an insurer, including agent distribution, underwriting, accounting, marketing, operations, and claims.

How can insurers best manage the full lifecycle of launching new products and services—from concept, to post-launch monitoring, and optimization?

MEET THE CHALLENGE

The flexibility and development speed of Appian’s low-code platform can help drive new product and service offerings across complex organizations.

Appian drives collaboration across many stakeholders, creates visibility across the integration of systems, and satisfies the need for real-time data visibility to effectively manage a process for product creation, testing, and monitoring post-launch results.

Additionally, Appian can accelerate time to value, creating a repeatable engine for product and service innovation which then avoids having to start from scratch for each new idea by operationalizing the business of innovation.

By leveraging Appian, insurers can have:

- **A complete environment**, which addresses and supports every aspect of product management, from product design to product deployment, and maintenance
- **The ability to maintain a repository** of all product definitions and their reusable components
- **Easy export of all product definitions** into policy administration systems for direct execution
- **Data capture of all requirements** of every product across all lines of business and at a level of detail



FOCUS

Transform your business processes to become a connected company in the digital world.

- Eliminate back-office inefficiencies with rapid digital innovation
- Converge all relevant data into a single view to improve and speed decision-making
- Improve the customer experience to increase customer loyalty

TAKE CONTROL

With Appian, you can quickly build, deploy, and scale enterprise applications for your policy issuance and underwriting operations, including:

- Insurance Product Management
- Complex Policy Quotation
- Instant Issue Digital Policy
- Customer Correspondence Management
- Medical Underwriting
- Underwriter Case Management Workbench
- Product Profitability and Risk Reporting
- Underwriter Authority Management
- Reinsurance Risk Exposure

PREPARE FOR THE FUTURE

The digital world is faster, smarter, and more connected, and insurance companies need a platform to adapt to the new pace of change.

It takes speed and power to deliver transformational solutions. The Appian low-code application platform provides both, while leveraging your legacy IT investments.

With Appian, organizations can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes end-to-end, without limitations.

LEADING ORGANIZATIONS TRUST APPIAN:



Appian

Appian provides a software development platform that combines intelligent automation and enterprise low-code development to rapidly deliver powerful business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk and compliance.

For more information, visit www.appian.com