

# IBM Insurance Solution – Underwriting decision support engine

*Analytics-enabled insights to help support smarter  
process optimization and underwriting execution*



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## Highlights:

- Facilitates underwriting precision in three key areas: prioritization of opportunities, predictive analytics, and quality of risk selection consistency
  - Delivers near-real-time access to insights on book analysis, aligns underwriter performance to business goals, and provides alerts to emerging loss trends and competitive opportunities
  - Helps push delivery of enterprise content that can create greater working knowledge and expertise within the company
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The lack of visibility into the underwriting process can give rise to inefficiencies in your insurance organization. Without timely and actionable insights, your underwriters may spend too much time on low-value and less-complex opportunities, which can delay the response time for higher-value opportunities. Delays in processing can create service issues that may prevent you from underwriting new customers and even cause you to lose existing customers. Your current process may result in experienced underwriters spending time on risks that do not require their level of expertise instead of focusing on the more complex, higher value cases.

## Smarter process optimization and underwriting execution

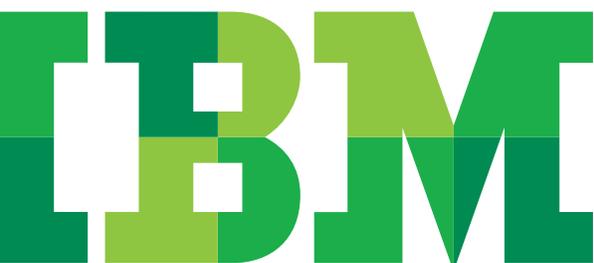
Insights, powered by analytics, help optimize the underwriting process and thereby help you address the challenges in your underwriting operations.

The Underwriting Decision Support Solution from IBM is a business rules-enabled, business process management (BPM) solution that integrates data insights into the underwriting process by:

- Delivering big data insights to the underwriting process
- Integrating time-tested components into one integrated solution to help reduce cost, improve quality and optimize workflow

Our solution is designed to offer the following benefits and capabilities:

- Uses IBM BPM products, IBM Content Management, IBM Analytics products and IBM® ILOG® rules engine
- Uses analytics in order to recognize behavior patterns among underwriters, producers and intermediaries—aiding the decision process
- Performs high-level assessment of underwriting cycle, measuring the cost-benefit impact of transformation into a leaner, smarter underwriting model
- Uses enterprise expertise, applies enterprise rule sets, and automates the guidance on underwriting prioritization and focus





Our underwriting decision support engine not only helps enable submissions to be delivered into an underwriting work queue but also routes the submissions to the appropriate underwriter based on defined rules. By providing the underwriter with applicable data about the risk from both internal and external sources, our solution helps improve the process of evaluating the submissions. Instead of having the underwriters interrupt their process to locate the necessary information, our solution presents them with the right information and then, by using analytics processes, interprets the same to help drive the decision making process. Our solution can help improve the underwriter's productivity and performance by applying a prequalification score to prioritize opportunities as new submissions come into the pipeline.

We can guide the underwriters to select the best "win" opportunity along with enterprise-designed sales points to offer on the proposal by providing them with on-point analysis of risk factors and corresponding underwriting treatment. As a result, our solution helps your insurance organization realize the following benefits:

- Helps give underwriters near-real-time awareness of their personalized metrics with focus on key underwriting performance objectives
- Helps prioritize risks to provide guidance on the best opportunities for the underwriters as part of their book performance. Also can enable them to perform "what-if" analysis with a corresponding impact view to their business objectives
- Reminds underwriters of key sales points to make as part of their proposal. The process uses predictive scoring adjustments based upon the solution selected. An underwriter could improve a risk score by addressing a risk factor with one of the options identified for the account.

The practice of underwriting can now be driven by the interaction of data within underwriting, pricing, exposure analysis, claims and renewal processing. This practice can also accommodate the increasing complexity and size of data with a resulting precision in risk taking and underwriting decisions. The underwriters now have the capability to access intellectual capital, mature data, and near-real-time metrics. Tools that offer near-real-time price modeling, micro segmentation, exposure concentrations, reinsurance alternatives and predictive alerts can enable you to not only differentiate yourselves from the competition but also to help improve your underwriting results.

### Why IBM?

IBM is an industry-leading provider of business analytics and optimization solutions and has invested in building a BPM- and analytics-enabled underwriting decision support solution that helps insurance carriers of virtually all sizes—carriers with high-end personal lines and a broad range of small to large commercial business. We can offer a unique strategic perspective on how best to integrate tested tools and use the benefits of smarter insurance operations. IBM has extensive experience delivering services to the insurance industry as well as deep underwriting expertise and can drive and manage the underwriting process across multiple parts of your organization more efficiently.

To learn more about the underwriting decision support solution from IBM, please contact your IBM representative, or visit the following website:

[ibm.com/services/bpmconsulting](http://ibm.com/services/bpmconsulting)

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