

How can insurance companies bring new products to market quickly and at low cost?

AXA Belgium

AXA Belgium is a leading insurance provider



And wanted to add **home insurance** to its offering by extending its underwriting processes



The company launched a pilot program for IBM Operational Decision Manager running on IBM PureApplication Service on SoftLayer



Enabling **AXA Belgium** to start with a small investment in the cloud and move the solution on premises after it had proven itself



Today, the company has a full set of decision rules to price its new insurance products



Which lays the groundwork for cost-effective, customer-centric services

