GUIDEWIRE

Guidewire PolicyCenter

Overview

Demands for new products, more-convenient experiences, and consistently outstanding customer service are increasing every day. Guidewire PolicyCenter provides a solid foundation for meeting these needs today and continuing to exceed them for decades to come.

> **Deliver the insurance products that policyholders need, where and when they want them.**

Get to Market Fast and Stay Ahead

Win business and loyalty by adapting rapidly to meet the ever-shifting demands of a global, digital-oriented customer base. Design, deploy, manage, and iterate on the insurance experience efficiently, both now and in the future. Deliver omnichannel digital experiences both for agents and policyholders, make better and faster decisions with embedded analytics, and leverage automation and customization to create an ideal experience for every policyholder.
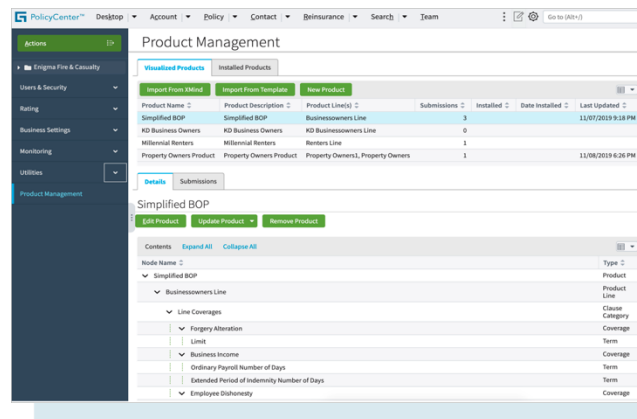
From rapid product design to straight-through processing, automation, and streamlined workflows, **Guidewire PolicyCenter** brings efficiency to every step from submission to renewal. A digital user interface ensures you are available to your customers and agents wherever and whenever they need you, and embedded data and analytics ensure that you know what's working, what's not, and what to do next.

Benefits

- **Speed to market**
- **Superior policyholder experience**
- **Ongoing innovation**

Features

- **Rapid product design**
- **Digital user experience**
- **Embedded data and analytics**

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Rapid Product Design

Allow business users to take control of the product design process and complete it faster than ever before. Advanced Product Designer employs mind-mapping software to make product design and gathering requirements a business user–friendly, highly visual, and collaborative exercise. Once the product is designed, the mind map is uploaded to PolicyCenter, where it can be visualized prior to deployment. Test policy transactions, see how the product will look and behave in PolicyCenter, make changes, and finalize the product, all without having to involve the IT team to write code. Guidewire customers have used Advanced Product Designer to shorten the new product creation process from months to weeks, beat their competition to market, and gain market share.
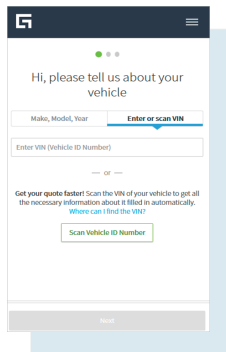
Offer a superior user experience for customers and agents
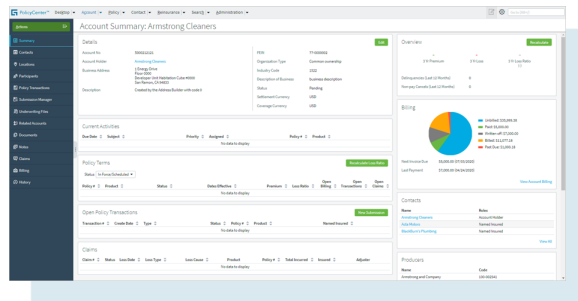
Improve underwriting with predictive models

Enhanced User Experience

Provide easy-to-operate user interfaces for customers, agents, brokers, business partners, customer service representatives, and vendors at every stage of the insurance lifecycle. An outstanding digital experience is critical to help you streamline workflows, maximize productivity, and improve user satisfaction.

- Support omnichannel engagement by offering anytime/anywhere access to policy information
- Tailor user interfaces to reflect your branding, and use marketing logic or predictive analytics to deliver personalized offers to policyholders
- Leverage integration with Guidewire products and third-party partnerships to consistently innovate and create valuable new digital experiences

Embedded Data and Analytics

Bring together essential data and make it meaningful, while feeding it to the places where it can be most useful. This includes everything from operational data from Guidewire systems to database information from Guidewire and legacy systems, as well as third-party data from the services you rely on. Synthesize data from all these sources, surface it in the systems where your team can use it to make smarter and faster decisions, and even apply predictive models based on business challenges.

- Easily consolidate data from Guidewire systems, legacy core systems, and third-party systems
- Reduce costs and improve data quality, integrity, completeness, and consistency
- Improve productivity by aligning the right work with the right resources
- Solve specific business challenges using operational data and models designed specifically for that purpose
- Improve rating sophistication and granularity

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 380 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at info@guidewire.com.