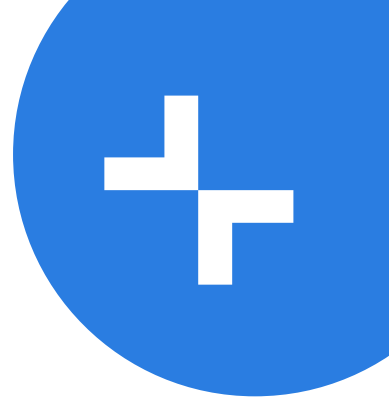


# Sequel: Rulebook

Pricing, underwriting and distribution,  
for even the most complex classes of business



## Sequel Rulebook

**Pricing, underwriting and distribution for the most complex lines of specialty insurance business.**

**A combination of a dynamic 'rules engine' and an underwriting and broking desktop that gives you the best alternative to the pricing spreadsheet with comprehensive analytics insight.**

### Your platform, your rules

- End-to-end, supporting the full submission, quotation, negotiation and binding process including document generation, for even the most complex classes of business
- Free up your time to focus on core activities rather than building and maintaining spreadsheets

### A deeper view

#### Price

- Ensure consistency with a central management and deployment of changes across multiple products with extensibility and reusability of common pricing attributes
- React quickly to change when external conditions require the rapid change of multiple product prices
- Improve the quality of underwriting guideline and pricing changes with control and speed, with a clear auditable history of how a quoted price was achieved
- Significantly reduce operating costs of transacting high-volume, low-premium business with automated pricing and underwriting of risks

#### Underwrite

- Full submission, quotation, negotiation and binding process for new business, plus MTAs and renewals
- Simulate and test underwriting and pricing changes before they go live, using the intuitive, responsive, workflow-driven interface
- Integrate with other systems to reduce rekeying of data

#### Distribute

- Build products once in Rulebook but use the same raters to have multiple sales channels
- Reduce operating costs and accelerate speed that trusted third parties can quote and bind business
- Distribute products to brokers, MGAs and coverholders through creation of an e-trading platform
- Document production allows clients to automatically create quote, policy and invoicing documents in real time