



The changing insurance landscape

Sequel: Rulebook

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

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Sequel Rulebook

Pricing, underwriting and distribution for the most complex lines of specialty insurance business. We see the combination of a dynamic 'rules engine' and an underwriting and broking desktop, so that you get a viable alternative to the pricing spreadsheet with comprehensive analytics insight.

Your platform, your rules

- Embrace pricing models across all major classes of business with Rulebook's powerful 'rules engine'
- Create a focused underwriting environment with workflow, task management and document production
- Reach out to your distribution partners with a modern solution for efficient trading via web portals
- Perform detailed analysis from simple quote to bind ratios, or complex broker or coverholder behavioural analysis

A deeper view

Price

- Offers the only viable alternative to the spreadsheet for pricing
- An internal solution to demonstrate pricing control
- Authoring tool provides an intuitive interface to build and maintain products
- Real-time data can be monitored

Underwrite

- Combines a self-service authoring tool with a web-based underwriting desktop
- Inherent flexibility allows for any specialty line of product
- Full submission, quotation, negotiation and binding process for new business, plus MTAs and renewals
- Manage a wide range of calculations involved in the underwriting process
- Integrate with other systems to reduce rekeying of data

Distribute

- Distribute products to brokers, MGAs and coverholders through creation of an e-trading platform
- Control and speed improve the quantity and quality of business
- Automated pricing and underwriting of risks significantly to reduce operating costs of transacting high-volume, low-premium business
- Document production allows clients to automatically create quote, policy and invoicing documents in real time
- Reduces operating costs and accelerates speed that trusted third parties can quote and bind business