



FACT: Decisions represent up to 70% of the tasks in core insurance processes like policy underwriting and claims processing.

A typical insurance organization has over 300 unique business processes, with up to 900 unique activities. As many as 70% of those activities involve decisions. Your organization is making thousands of these decisions a day, in core business processes like policy underwriting and claims processing. Decisions such as: ‘What is the risk of this applicant?’, ‘How much should I reserve against this claim?’, ‘How does a change of address affect this customer’s policies?’

Underwriting	Claims	Billing	Distribution
Eligibility	Validation	Fee Calculation	Commission Payments
Risk Assessment	Fraud Detection	Notifications	Suitability Assessment
Rating	Case Assignment	Payment Plan	Order Validation
Pricing	Task Management		
Quote Generation	Pricing		
Compliance	Adjudication		
Referrals	Litigation Management		
	Compliance		

Decision-Intensive Business Processes in Insurance

Business decisions are one of the primary assets of the insurance enterprise. Collectively they represent a major factor in company success - contributing to the execution of corporate policies, level of agility in the face of industry changes, and, ultimately, your bottom line.

Today, a significant percentage of these operational decisions are made manually – by people trained to follow rules via policies and guidelines. This offers the opportunity to apply

judgement, but when managed across a high volume of recurring decisions, it is costly, time consuming, and often delivers inconsistent results.

Others decisions are automated by programming business rules into your operational applications. This lowers the cost per transaction, but with this approach you sacrifice agility and transparency of the logic behind your decisions. Changes to the business rules require lengthy development cycles that put pressure on an organization expected to rapidly comply with changing policies and regulations.

These approaches to managing operational decisions can have a significant impact on performance metrics in areas such as:

- *Underwriting and claims leakage*
- *Personnel Training costs*
- *Time to Claim settlement*
- *Time to Quote*
- *Time to Market for new products.*

Business Rules Management Systems (BRMS) offer a compelling solution to these challenges by automating recurring operational decisions in an environment optimized for managing business logic. Corticon Technologies offers an enterprise BRMS that can help you identify the decisions in your processes, automate the rules that drive the

decisions, and deploy them as standards-based services to be consumed by applications across the enterprise. Companies leveraging BRMS technology are seeing significant gains in both operational and IT agility.

- Reducing costs by removing unnecessary manual steps in processes with recurring decisions
- Improving response times for processes that require calculations, validations and data transformations.
- Increasing consistency of decisions across a high volume of transactions.
- Reducing IT overhead by maintaining decision logic outside of process and application code.

CORTICON IS THE CATALYST FOR AGILE OPERATIONAL DECISION MAKING IN CORE INSURANCE BUSINESS PROCESSES

Corticon's 'model driven' BRMS delivers an accessible, spreadsheet-like environment for business users to manage decision logic through business rules, a modern SOA architecture for IT to seamlessly deploy the decisions as corporate assets, enterprise data connectors, and a collaboration tool to manage the rule lifecycle. We also offer a methodology and services designed to optimize decision automation in your company and set a framework for you to manage decisions moving forward.

Corticon customers have seen measurable business results, such as:

- 75% reduction in customer acquisition costs
- 90% reduction in manual underwriting tasks
- 100% transition of decision modeling and maintenance duties to business team

What could your organization accomplish with performance gains like these? Insurance companies that answered the question by becoming Corticon customers include AEGON, CIGNA, American Community Mutual Insurance, ING Canada, UNUM Provident, and ZC Sterling.

To learn more about how Corticon can help your organization provide robust, accurate, consistent and efficient automation of operational decisions:

- **Visit:** <http://www.corticon.com>
- **Email:** info@corticon.com
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- **Call EMEA:** +31 78 629 0203

ABOUT CORTICON

Corticon Technologies delivers Business Rules Management solutions that help companies model their repeatable decisions and automate those decisions within enterprise systems to assure consistent and optimal results. Many of the world's most successful organizations rely on Corticon-powered solutions to drive IT efficiencies and operational excellence through decision automation. Since its inception in 2000, Corticon has been consistently recognized for its patented innovations by industry analysts IT media and customers alike. Corticon is a privately held company headquartered in Redwood City, CA, with worldwide distribution through an extensive partner network. Corticon's products are in use today at many of the world's largest banks, insurance carriers, media companies, telecom providers and government organizations, collectively automating millions of decisions per day.



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