

CGI Precision Marketplace



Accelerating innovation by harnessing the power of insurtechs

Deliver an innovative customer experience, improve profitability, and expand distribution networks through the orchestration of dozens of pre-configured integrations specific to insurance data sources and services.

Innovate without limits

Why negotiate with 25 different companies for different data and services when CGI already has done that. Negotiating with insurtechs is especially challenging because you never know if they will survive or provide the security you need.

CGI Precision Marketplace enables carriers and MGAs to connect once to our marketplace and access approximately 70 different data and solution providers. We have the APIs in place, as well as the contracts in place at street price or better, and priced “per piece.”

Accelerate your digitization programs and solve complex problems through one simple connection with CGI that gives you access to a wide range of insurtechs or data partners. And, we continually are adding new partners. CGI’s agnostic integration approach enables you to develop unique capability ecosystems with your partners of choice.

Interact with clients more efficiently

You can provide clients and business partners with faster and more intuitive user experiences by accessing more than 40 pre-built data enrichment connections. Use real-time data to support data prefill and use CGI Precision Marketplace Workflow to determine data usage for each transaction based on factors such as distribution channel or line of business.

Specific use cases supported

Improve underwriting performance

Explore a growing data library available out of the box with CGI Precision Marketplace in both personal and commercial lines. Leverage enhanced data, examine prospect attributes, assess



Dynamic pricing through CGI Precision Marketplace

Equity Red Star (ERS), one of the UK’s largest specialty motor insurers, selected CGI as their digital partner to transform their relationship with distribution channels using the CGI Precision Marketplace platform. CGI Precision Marketplace gives ERS the ability to adjust prices in real time while empowering them with richer customer data to allow for more detailed machine learning and analytics.

geographical data, or invoke machine learning algorithms to deliver enhanced risk analysis and improved profitability.

Accelerate end-to-end digitization

Connect your existing platforms with distribution partners and use CGI Precision Marketplace Workflow to support streamlined processing. Through advanced data mapping capabilities and CGI's out-of-the-box insurance data model, you can rapidly migrate data from one platform to another. Cleanse submission data for improved straight-through processing and seamlessly connect to new emerging digital ecosystems.

CGI Precision Marketplace in action

Client A – Document ingestion capability

We delivered a document ingestion capability to support this commercial carrier's digitization process and accelerate its move to automated rating. Capabilities include the following:

- Transformation of ACORD forms to XML format.
- Transformed data is used to call third party data providers for data enrichment.
- Transfer of combined form and third-party data to client's rating system for product rating calculations.
- Transfer of rating platform results to policy administration system.

Client B – Enhanced user experience

This client sought an accelerated way of quoting and binding auto insurance with minimal input required from the customer. CGI combined image capture technology and third-party data to address the challenge. Capabilities include the following:

- The insured opens the application, snaps a picture of the front and back of their driver's license with their smart device, agrees to the terms and conditions, and then clicks submit.
- License details are then turned into data variables.
- The data is submitted to pre-integrated third-party data providers, and additional information is returned to complete a full question set.
- The full data packet is submitted to the rating platform for evaluation and pricing.
- The calculated premium is returned to the smart app for purchase.

CGI Precision Marketplace is a trademark or registered trademark of CGI Inc. or its related companies.

“CGI Precision Marketplace continues to demonstrate its value to ERS through scalability, resilience, and flexibility; enabling ERS to deploy our products and prices to market quickly and efficiently...it's one of our most critical modular systems, a key technology component. But one that I never have to think about.”

Oliver Woolf,
Head of IT
Equity Red Star

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

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