



CGI Elements360 Insurance Market Manager

Real-time control of pricing and distribution



The Insurance market is undergoing constant change, driven by shifting customer expectations, evolving regulations, and advances in technology.

In this environment, control becomes a strategic advantage. From achieving greater levels of pricing sophistication, putting rate changes in the hands of the business, and increasing speed to market, insurers want more control of products, ratings and integrations. Now, more than ever, insurers need to leverage agile platforms that enable them to stay ahead of the market.

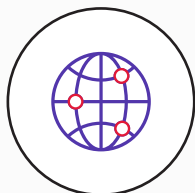
CGI Elements360 Insurance Market Manager (IMM) is a secure cloud hosted platform that gives insurers, brokers, and MGA's a single solution to manage and control products across multiple distribution channels, helping them stay ahead in a dynamic market.

The challenge

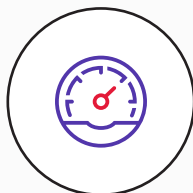
The traditional process of maintaining insurance products directly within broker software house platforms is not fast enough to remain price competitive. It is no longer sufficient to update rates once every few weeks, competition in our digital world needs greater agility to refine rates multiple times a day, and across many different channels.

In addition to rapid updates, insurers also need the insight and business intelligence across all distribution channels, to understand how products and rates should be adjusted to optimise their sales opportunity. Competitive advantage is increasingly being developed through new technology innovations unlocking risk insights. New data sources and alternative modelling approaches are shaping better client outcomes, both on price and coverage options, allowing insurers to grow market share with the right type of business.

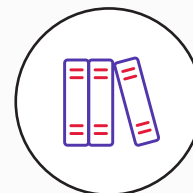
Insurer challenges



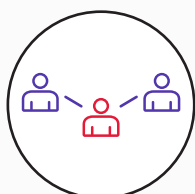
Lack of control at
business level



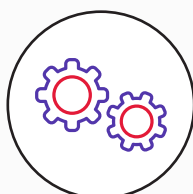
Speed to
market



Labour intensive
processes



Changing customer
expectation



Data that
drives insight



Managing
risk

Accelerating insurance pricing and distribution

More than just an Insurer Hosted Pricing (IHP) solution, IMM is built on modern cloud technologies and provides a simple, intuitive web interface that puts control back into the hands of insurers.

It supports the full transaction lifecycle, including new business quotes, adjustments, cancellations, and renewals, across both personal and commercial product lines. For more complex risks, IMM offers an integrated underwriting portal to manage referral handling efficiently. Full audit trails and governance features provide transparency and compliance throughout the product and rating management process.

Delivering benefits for your business

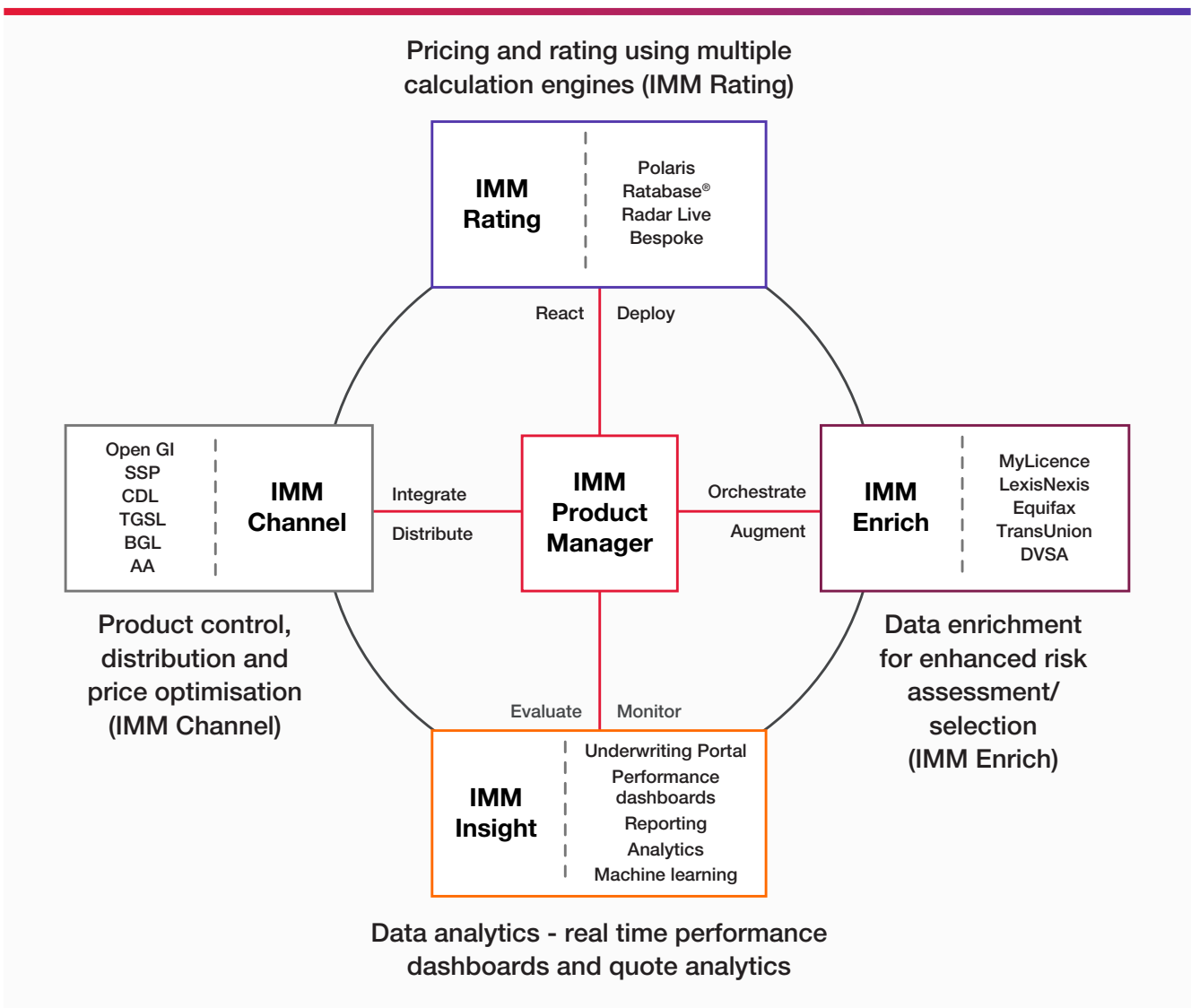
IMM enables faster product innovation, supports new distribution models, and customer engagement approaches, acting as a single central hub, hosting all insurer products across multiple distribution channels. This accelerates speed to market, reduces costs, and provides comprehensive visibility across all quote data to help insurers grow the right business.

Simplicity – Out of the box connection with multiple distribution channels, data enhancement services and rating engines. Access internal data sources and systems within one platform, to support all distribution channels.

Reaction – Rating and pricing teams have the autonomy and tools to test and release new rates to all channels independently, without the need for IT involvement. In-line orchestration rules allow real-time control of champion/challenger models, risk selection, identifying fraud and managing capacity.

Insight – Gain real-time visibility across all quote data flowing from your various distribution channels. Leverage embedded ML and analytics, enrich your risk data with third party data services and apply AI and machine learning to enhance risk selection.

Value – Through a ‘release once, deploy to many’ approach, improve operating and support costs by around 30% by rationalising rating model instances and removing the cost of IT support. Use caching and intelligent orchestration to optimise the use of data enrichment services.



Fast, seamless and secure implementations

With a proven reliability record (99.9% availability), IMM is highly scalable and can process 80 million transactions per day. Our expert professional services team, with a 100% implementation delivery record, uses a productionised approach to maximise the benefits of the platform, all supported by our award-winning 5-star service desk.

Pre-built integrations and flexible bespoke integration capabilities mean you can be up and running with our cloud-based platform quickly. Proofs of concept can be established within weeks, and fully integrated solutions can typically be deployed within three months.

We start with collaborative workshops to prioritise key functionality and shape the delivery approach. These sessions focus on project management, requirements, architecture, testing, and security. Throughout, our teams work closely with your business and technical leads to keep delivery aligned with your goals.

Why CGI?

We are the trusted partner to 7 of the top 10 global insurance organisations and work with more than 160 clients globally. Our expertise is also behind some of the insurance industry's biggest platforms including Polaris, MyLicence and CIFAS.

We have a team of over 4,000 insurance professionals worldwide, many of whom have been insurer and broker employees, bringing an understanding of the industry to help solve current market challenges.

Book a demo today

Get in touch with our experts to arrange a demo and find out how we can help you optimise your existing rating and pricing processes. We will quickly assess your current approach to product and rating management to identify the potential improvements and cost savings that can be delivered through IMM.



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 21 industry sectors in 400 locations worldwide, our professionals provide comprehensive, scalable, and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

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