

# RuleBook

Insurance

PRECISE. PROVEN. PERFORMANCE.

## What is RuleBook for Pricing?

RuleBook for Pricing is a product line agnostic, pricing and quoting tool that has been designed to replace the myriad of pricing spreadsheets that are prevalent across the London and General Insurance markets.

It provides a genuine self-service authoring tool for actuaries to build, test and deploy pricing and quoting solutions. This allows the authoring and maintenance of the solution to remain in the hands of the actuarial and underwriting teams. In addition the potential pricing models can be validated through the use of the in-built 'what-if' scenario module.

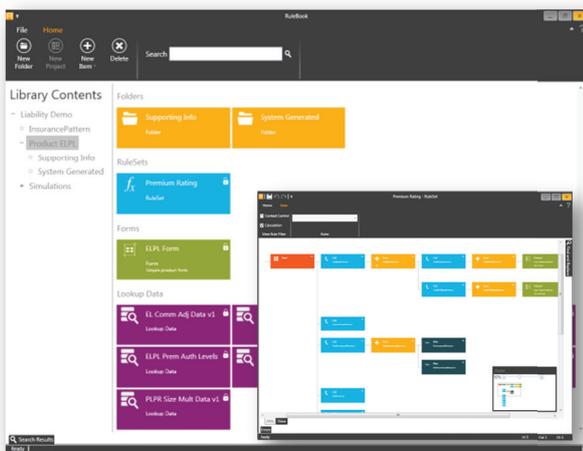
Through its integrated web-based interface underwriters can price their business and offer a quote. The pricing models can be distributed to third parties, such as brokers and coverholders, to support delegated underwriting.

It can be integrated with existing Policy Administration Systems to minimise the rekeying of risk information, reducing the underwriters' administrative workload and helping to address data quality issues. Furthermore, RuleBook complements, rather than replaces functionality within existing Policy Administration Systems, maximising the investment already made in technology.

From a management information perspective, it can be integrated with an organisation's Data Warehouse solution to provide rich pricing and quoting analytics. This integration ensures that the pricing solution can provide context specific performance metrics and pricing information at the time of quoting, facilitating more informed pricing decisions.

It offers a full quote to bind workflow solution and provides the ability to author and produce comprehensive quote documentation, populated with data captured through the pricing process.

RuleBook for Pricing is powered by the Moore Stephens' RuleBook engine, a strategic tool for the creation, maintenance and execution of complex rules all powered by the latest Microsoft technologies.



The RuleBook logo, consisting of the word 'RuleBook' in a white sans-serif font, with the 'R' in 'Rule' and 'B' in 'Book' highlighted in orange.

### What are the benefits?

- **Improved pricing** by allowing actuarial and underwriting teams to respond more quickly to market changes.
- **Extended deployment reach** of pricing models inside and outside the organisation through a web-based interface.
- **Reduced underwriter administrative workload** through integration with Policy Administration Systems and Data Warehouses.
- **Improved surety and auditability** of pricing models to meet internal governance and regulatory needs.
- **Improved confidence and accuracy** in pricing models through mass simulation of pricing scenarios.
- **Reduced risk** from key man dependencies through auto-generated documentation of pricing models.

### RuleBook vs. Pricing spreadsheets

	Pricing spreadsheets	RuleBook
Business ownership of pricing models	✓	✓
Rapid creation of pricing models	✓	✓
Interactive calculation of premium rating	✓	✓
Intuitive user experience	✓	✓
Ease of review, update and distribution		✓
Ease of integration with PASs and DWs		✓
Auto-generated documentation		✓
Mass simulation of pricing scenarios		✓
Surety and auditability of pricing process		✓
Strategic and scalable technology platform		✓

### Why Moore Stephens?

Moore Stephens are technology specialists with an unmatched depth of knowledge of the general insurance sector. We speak and understand insurance; and so we are uniquely positioned to respond to all the issues affecting your business. If you believe – as we trust you do – that data is a critical asset for your business, we can help you unlock its full potential. Our track record speaks for itself. We have consistently delivered market leading solutions, enhancing our clients' business performance and empowering them to make better informed decisions about their future direction.

As part of Moore Stephens, we can draw on the insight and experience of over 1,500 partners and staff in the UK, and an international network across 101 countries with over 21,000 people, including specialists in all major business functions.

#### David Sweet – Partner

david.sweet@moorestephens.com

#### Danny Flavelle – RuleBook Product Manager

danny.flavelle@moorestephens.com

Moore Stephens Consulting Ltd  
 150 Aldersgate Street, London EC1A 4AB  
 T +44 (0)20 7334 9191  
[www.bintelligent.co.uk/rulebook](http://www.bintelligent.co.uk/rulebook)