



Appian for Insurance: Insurance Product Management

Insurers battle commoditization through differentiated product offerings. Staying ahead of the competition is critical to maintain and grow market share, especially given new entrants to the insurance space like insurtechs and tech giants.

To differentiate themselves in the marketplace, insurers must define capabilities within existing product lines that are different from what the competition currently offers, or create new ones all together. And once new products and services are launched—or changed—they need to be monitored across many facets of an insurer, including agent distribution, underwriting, accounting, marketing, operations, and claims.

How can insurers best manage the full life cycle of a new product or service launch—from concept to post-launch monitoring to optimization?

Meet the challenge.

The flexibility and speed of the Appian Low-Code Platform helps drive new product and service offerings enterprise wide. Increase collaboration across many stakeholders,

create visibility across the integration of systems, and satisfy the need for real-time data visibility to effectively manage a process for product creation, testing, and monitoring post-launch results.

Additionally, Appian can help insurers accelerate time to value, creating a repeatable engine for product and service innovation, thereby avoiding the need to start from scratch for each new idea. By leveraging Appian, insurers can achieve the following:

- **Create a complete environment** that addresses and supports every aspect of product management, from product design to deployment and maintenance.
- **Maintain a repository** of all product definitions and their reusable components.
- **Easily export all product definitions** into policy administration systems for direct execution.
- **Quickly capture all data requirements** for every product across all lines of business.
- **Ensure policy and procedure rules** are executed consistently.

Leaders in Insurance Trust Appian



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