



# Impacting Business Results



For almost two decades, Earnix data scientists, financial experts, and software engineers have worked to create a comprehensive analytics software solution that solves some of the most difficult product, pricing and channel challenges faced by financial institutions. With Earnix - insurers, lenders, and other financial institutions can now incorporate into their product, risk, and delivery systems the same advanced analytics that make personalization possible for the tech giants.

# EARNIX

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# Gore Mutual Insurance Partners with Earnix to Improve Analytic Agility and Speed Time to Market

Gore Mutual, a Canadian mutual insurance company that has provided community protection to personal and business customers for over 175 years, has partnered with Earnix to provide the best service possible to their broker network and customers. As part of an initiative to better understand their end customers and improve responsiveness to a constantly changing market, Gore has partnered with Earnix to continually improve analytical processes and better operationalize the speed of rate deployment to the marketplace.



## Analytical Process Improvement.

Gore traditionally has done risk and demand modeling, in order to understand customer propensities and exposure and determine the appropriate costs of risk transfer. As Gore has advanced to managing this modeling process holistically, through the use of an end to end data management, analytics, and pricing platform, they have realized the ability to understand their customers at an even deeper level. Gore utilizes predictive analytics to derive insight from the information that they receive, and in turn support the effective underwriting of risk accepted. Understanding and applying risk and demand thresholds to customer segments enables a more effective insurance transaction for all stakeholders.

## Speed Rate Deployment.

Managing the rate deployment process at organizations like Gore requires accounting for many variables. Price changes must be made, approval and governance of changes must be received, and proposed changes must then be deployed to the market. Gore knew that only an end to end system with real time rating engine capabilities, integration to touchpoints such as core and policy admin systems, and the ability to monitor rate change performance would be the best solution for them.

Gore has turned to Earnix as a partner to provide an end to end pricing and personalization platform, which takes their operationalization of analytics to the next level. Earnix will provide a real time rating engine that is connected to all of Gore's core platforms – including policy admin systems in the back office, and customer interaction systems in the front office. The ability to develop, execute, monitor, and refine multiple pricing structures and strategies with high performance and reliability allows for improved governance and control. For Gore, the capability to deploy rates and rate changes in real time allows the pricing process to be operationalized very quickly.

As Gore works to distribute these analytic and time to market improvements across the business, many other future advancements are being considered as well. Machine learning tools and capabilities are being researched, as a way to automate processes and understand their customer base even further. Being able to use the Earnix rating engine capabilities to take any analytical model developed by any tool and use it in a real time manner is also an exciting possibility. The partnership between Earnix and Gore is creating a strong foundation for future advancements, including the use of analytics and personalization in every project that Gore undertakes.