

Cincinnati Specialty Underwriters Launches Four Lines of Business in 27 Months with Authority Suite® from Camilion Solutions™, Inc.

“When you’re entering a new market, the technology that supports your business has to be sound. By implementing Camilion Authority Suite®, we’re making it easy to do business with us. Our modern and flexible policy administration system delivers electronic copies of policies to producers within minutes of underwriting approval and policy issue.”

— Don J. Doyle, Jr., Senior Vice President,
The Cincinnati Specialty Underwriters
Insurance Company, Inc.

The Challenge – Speed to Market

The Cincinnati Specialty Underwriters Insurance Company, Inc. (CSU), a subsidiary of The Cincinnati Insurance Company, launched as a new company in January 2008, offering excess and surplus lines property and casualty insurance (E&S). To prepare for its entry into the E&S market, CSU would require a new policy administration system. In choosing a solution, speed and agility were the main criteria. The policy administration system would have to support CSU’s growth by enabling the company to rapidly enter new markets and geographies and capitalize on emerging opportunities.

The Solution

In 2007, after short-listing four prospective vendors, CSU selected Camilion’s Authority Suite® to launch its first two products: General Liability (GL) and Commercial Property (CP). CSU chose Camilion based on the flexibility, ease of use and enhanced functionality of Authority Suite, a modern rules- and tools-based policy administration system.

“We chose Camilion for three reasons,” explains Don Doyle, Senior Vice President, Cincinnati Specialty Underwriters. “Authority Suite is a modern policy administration solution. Camilion has successfully delivered solutions for some of the world’s largest P&C insurers. And most importantly, Camilion has deep insurance and implementation expertise. For these reasons, we chose Camilion without doing a proof of concept. We couldn’t have asked for a better partner. Our ability to provide real-time delivery of a policy to our agency customers gives us a unique competitive advantage.”

Leveraging a Service-Oriented Architecture (SOA) and built on a rules-and tools-based technology platform, Authority Suite supports the entire policy lifecycle including application data capture, qualification, rating, quote management, bind, issuance, policy endorsement and easy integration with other enterprise systems.

Authority Suite enabled CSU to successfully launch General Liability in five states within six months. Commercial Property was issued in five states within 11 months.

About Cincinnati Specialty Underwriters (CSU)

- A Subsidiary of The Cincinnati Insurance Company, one of the 25 largest U.S. Property and Casualty insurers

Business Goals

- Rapidly enter new markets and geographies
- Outpace competitors through product agility and speed to market
- Keep policy administration costs low
- Enhance producer loyalty by making it easy to do business with CSU

Solution

- Authority Suite® from Camilion Solutions™, Inc.

Results

- Immediate delivery of quotes and policies
- Ability to make changes to existing products on the fly
- Ability to launch new products and classes in more states faster
- Ability to develop or refresh products in weeks instead of months
- Low maintenance, underwriting and product development costs
- Efficient underwriting approval cycle – ability to issue a policy within minutes
- Reduced print costs through delivery of policies in PDF format
- Rapid turnaround time

Errors and Omissions (E&O)

In 2008, CSU decided to add Errors & Omissions to its Excess & Surplus product portfolio. The company was confident that Camilion's policy administration system could bring its new E&O products to market quickly. CSU set an aggressive production schedule of three months to analyze, test and launch its new E&O product line by the end of the year.

To meet its aggressive timeline and support its long-term success, Authority Suite would have to meet the following requirements:

- Launch more than 60 classes of Miscellaneous and Services professional E&O across 33 states
- Enable underwriters to quote, submit and issue policies within 24 hours
- Funnel data into a data warehouse to allow CSU to analyse profitability and quickly adjust to changing market conditions
- Allow rapid expansion into other states and other classes of E&O

The E&O Implementation

The new E&O product was successfully released in 33 states by December 8, 2008. From start to finish, CSU's E&O product rollout took 3 months.

A key factor in successfully meeting this ambitious timetable was Camilion's product configuration solution, ProductAuthority®, which powers Authority Suite. With ProductAuthority, insurers can more easily and cost-effectively accelerate the launch of new or modified products.

ProductAuthority is the only "true" product development and management solution built from the ground up for insurance. ProductAuthority creates agility by externalizing all product data and rules from multiple, hard-coded operational systems into a central repository, where complex products can be easily configured and modified. These re-usable product definitions include not just pricing or calculations, but all important product information including eligibility, packaging, underwriting rules and forms management.

Using Authority Suite, CSU was able to integrate with existing systems such as back-

end accounting, document management, a data warehouse and claims. The policy information provided to CSU's data warehouse is used for business intelligence and management reporting. The experience the two companies had gained through working together on the previous GL and CP products meant that the collaborative approach was familiar. The comfort level the two companies shared in working together further reduced implementation time.

“CSU and Camilion are both young companies and our teams brought a shared energy and goal-oriented focus to the implementation,” says Doyle. “Camilion’s professional services team combined courageous execution with a spirit of mutual cooperation. I’m not sure we would have had the same positive experience had we gone with an older, more established vendor.”

Results To Date

Authority Suite is a key component of CSU’s strategy to expand its product portfolio and geographic reach. The solution not only gives CSU the ability to make changes to existing products on the fly, but it also enables the company to develop and deploy new products in weeks instead of months. By re-using the product data and requirements gathered for previous states, CSU has gained the agility to launch new states within weeks and new lines each quarter.

CSU has realized many operational benefits with the deployment of Authority Suite including immediate delivery of quotes and policies. CSU’s underwriting approval cycle has also been accelerated, supported by workflow and collaboration. Underwriting costs have been kept low and a high overall throughput has been achieved through integration with back-end systems including claims.

CSU continues to introduce new lines of business and enter new states. Using Authority Suite, the company has rapidly expanded its product offerings. In April 2009, the company went live with Consultants, Accountants, Lawyers and Construction E&O professional classes in 33 states. In September 2009, CSU went live with Excess Casualty in 33 states. This latest phase was a truly cooperative effort between the Camilion and CSU teams. CSU developers participated in all phases of the project and completed 85% of the product configuration.

Project at a Glance

Phase	Timeframe	Scope
General Liability	July – December 2007	GL rolled out in 5 states initially
Commercial Property	July 2007 – May 2008	CP rolled out in 5 states initially
Errors and Omissions – Phase 1	September – December 2008	2 classes of E&O rolled out in 33 states
Errors and Omissions – Phase 2	February – April 2009	4 additional classes of E&O rolled out in 33 states
Excess Casualty	June – September 2009	Excess Casualty rolled out in 33 states

On the Path to Self-Sufficiency

As of mid-2010, the company has extended the geographical reach of all of its lines of business to 37 states. Authority Suite has allowed CSU to accomplish this effort on its own using internal resources. This is a testament to the flexibility and configurability of Authority Suite, and demonstrates Camilion’s commitment to client self-sufficiency.

“Camilion will continue to play a major role in our future growth plans,” Doyle says. “Authority Suite gives us the product development speed we need to pursue new opportunities. More importantly, Camilion’s on-schedule delivery and the ability of our two teams to work effectively and efficiently together towards common goals have solidified the trust between the two companies.”

About Camilion Solutions™, Inc.

Camilion Solutions is a leading provider of product development and management solutions for insurance and other financial services organizations. Camilion's innovative software solutions create enterprise product agility by allowing organizations to develop the right product for the right customer at the right time and enabling key strategic initiatives such as product lifecycle management, dynamic product bundling and product rationalization.

Some of the world's largest financial services organizations are currently in production with Camilion's ProductAuthority®, using it as a standalone enterprise product development and management solution, or as the innovative product agility platform on which Authority Suite®, a P&C Policy Administration System, is built. ProductAuthority® brings new levels of automation and efficiency to the product development process, enabling organizations to get quality products to market up to 30% faster. Built on a modern rules and tools-based technology platform, Authority Suite® is the insurance industry's most product-agile P&C Policy Administration System.

Founded in 2001, Camilion is a privately owned corporation with offices in Toronto and New York City.

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