



## Overview

Guidewire Predictive Analytics is an advanced P&C insurance-specific, machine-learning platform that empowers insurers to make smart data-driven decisions throughout the insurance lifecycle. Guidewire Predictive Analytics enables a true Smart Core system where real-time predictive insights are embedded in Guidewire core systems.

## Benefits

- **Optimize claims operations**
- **Improve underwriting profitability**
- **Embed recommendations into core processes**

## Features

- **Enable smarter claims triage and early identification of high-risk claims**
- **Detect litigation risk potential and opportunities for subrogation**
- **Set accurate pricing with granular sophisticated ratings**
- **Retain profitable policyholders and reduce underwriting expenses**
- **Bring Your Own Models (BYOM) and deploy them**
- **Leverage an integration framework to operationalize and monitor models**

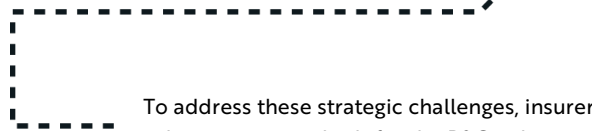
# Guidewire Predictive Analytics

- **Optimize claims processes, improve underwriting profitability, and guide smart decision-making across core processes with Predictive Analytics**

## Deliver Superior Business Outcomes

For today's insurer, the pace of decision-making has increased, data is abundant, and advances in technology have opened new opportunities to create and capture value through analytics. Underwriters and claims professionals are constantly challenged to make the right decisions quickly, and they realize that they can no longer rely on professional judgment alone. Today, insurers need to leverage data-driven predictive insights that augment human intelligence to deliver superior business outcomes across pricing, claims, underwriting, and operations.

It's not uncommon for insurers to have dedicated teams of data scientists and actuaries that use a variety of modeling tools and techniques; however, the reality is that most insurers struggle with the last mile—operationalizing the analytics outcomes in day-to-day core processes to create business value. Deploying predictive insights into core processes, particularly when using multiple modeling tools, presents a unique set of challenges, such as real-time integration, managing multiple models and model versions, and monitoring model performance.

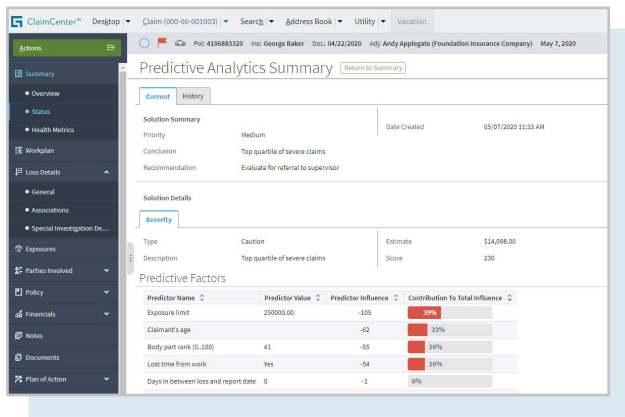


To address these strategic challenges, insurers need an end-to-end predictive analytics solution purpose-built for the P&C industry. **Guidewire Predictive Analytics** is such an enablement platform. It provides insurers with the capability to build, deploy, and monitor models at scale.

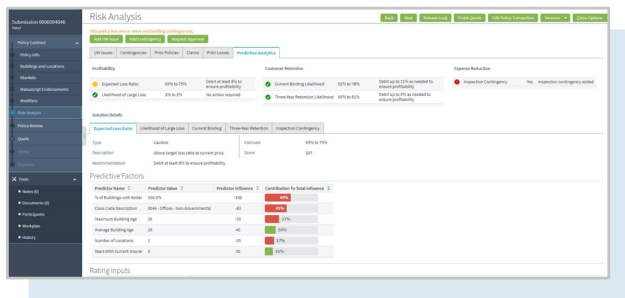
## Predictive Analytics for Claims

For claims organizations focused on managing costs while increasing customer satisfaction, Guidewire Predictive Analytics for Claims optimizes operations. By analyzing multiple sets of data, providing guidance to frontline decision makers, and continuously measuring the business value, Predictive Analytics for Claims helps better manage claim indemnity and loss adjustment expenses.

Some of the most commonly deployed claims solutions include claims triage, severity escalation, subrogation detection, and litigation risk detection.



### Predictive insights embedded in Guidewire ClaimCenter



### Predictive insights embedded in Guidewire PolicyCenter

## Predictive Analytics for Profitability

For underwriting organizations focused on accurate pricing while increasing customer satisfaction, Guidewire Predictive Analytics for Profitability improves underwriting profitability. By analyzing multiple sets of data, providing guidance to frontline decision makers, and continuously measuring the business value, Predictive Analytics for Profitability helps by improving rating sophistication and granularity while identifying and addressing pricing inaccuracies.

Some of the most commonly deployed profitability solutions include automated rate adjustment, profitability guidance, customer retention, and expense reduction.

To operationalize the models, Predictive Analytics seamlessly integrates with **Guidewire ClaimCenter**, **Guidewire PolicyCenter**, and **Guidewire InsuranceNow** to deliver scoring results in real time along with the impacting predictive factors. Follow-on actions, adjustments, and activities are then automatically triggered in these core systems through configurations. In addition, Guidewire also helps measure and monitor model performance.

**“Guidewire Predictive Analytics has helped us improve the profitability of our auto book of business, and the accompanying behavioral changes have resulted in 20% growth in written premium over four years.”**

**—Daniel Sorensen, Actuarial Analyst II,  
Mountain West Farm Bureau Mutual  
Insurance Company**

### About Guidewire Analytics

**Identify opportunities for growth and drive intelligent decision-making with a clear path from data to value, with Guidewire Analytics powered by the Guidewire Data Platform and Cyence.**

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 400 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at [info@guidewire.com](mailto:info@guidewire.com).

## Bring Your Own Models (BYOM)

Guidewire Predictive Analytics also supports a Bring Your Own Models (BYOM) approach by enabling the deployment, integration, and monitoring of existing (or new) predictive models created using third-party tools. This enables a true Smart Core system where real-time predictive insights are embedded in Guidewire core systems with adaptive workflow predicated on the model results. The process of bringing and deploying external models is a series of five steps:

1. **Convert:** Convert the external model into a Predictive Model Markup Language (PMML) format.
2. **Import:** Upload all the PMML files and the modeling data sets into Guidewire Predictive Analytics.
3. **Deploy:** The model is not required to run through the normal build process and is ready for quick deployment upon import. Define the desired form of the model output—score, action item, instructions—and the resulting code is then generated, reviewed, and deployed in Amazon Web Services (AWS).
4. **Integrate:** Guidewire provides an integration framework to operationalize model results into ClaimCenter, PolicyCenter, and InsuranceNow. The framework uses a REST service, and configuration tools define the scheduled times and/or triggering events that initiate these calls. Where necessary, UI screens and workflow modifications are completed.
5. **Monitor:** Once the solution begins running in production, the monitoring capabilities of Guidewire Predictive Analytics will continuously conduct real-time audits to assess performance.

Guidewire Predictive Analytics is the only machine-learning platform specific to the P&C industry. It enables a true Smart Core system that delivers fast business value through a seamless connection from data intake to actionable insights.