GraphTalk A.I.A is a comprehensive product and policy administration solution for managing your whole insurance business: life, pensions, health and general insurance. It delivers new products to market fast, retains customers and distributors by enabling the delivery of good service, and drives down costs across the enterprise with automated and efficient processes.

Proven in over 100 implementations in more than 25 countries, GraphTalk A.I.A addresses today’s market drivers:

**GETS PRODUCTS TO MARKET FAST**
- Highly flexible rules engine and process management lubricate the product lifecycle and deliver innovation
- Adapts to new product needs and new country launches
- Reusable components deliver fast and efficient product variations

**IMPROVES CUSTOMER EXPERIENCE**
- Full CRM module, with single customer view for contact and interaction management, and campaign management capability
- Ability to record customer relationships across all distribution channels
- Comprehensive support for claims

**TAME COMPLEXITY AND RISK**

In Your Core Insurance Systems
ADAPTABLE TO DISTRIBUTION CHANNELS

- Speedy management of new product impact on third parties and incentives
- Easy to model new distribution channels and new commission rates
- Swift set up for special deals with limited time offers

IDEAL FOR MULTI-COUNTRY RATIONALISATION

- Multi-company, multi-currency and multi-language, it tackles diverse regulatory environments
- Major insurers like Aviva and AEGON use it at the heart of their core platform strategies
- It is scalable to over 12 million live policies

AGILE BUSINESS PROCESSES

- Easy configuration designed for the business user: out-of-the-box product templates
- Comprehensive workflow management
- Information input and output needed for any process is triggered at each step

RAPID CHANGE TESTING

- Eliminates bottlenecks that stifle business process agility and reduces risk
- Integrated testing tool helps set up test scripts very easily and executes automatically
- Mass testing from a script library – ‘set it and forget it’, without specialist coding

Defined Information

- Business users decide what information they need from a new product launch, or other business process
- User authorisations and approvals are controlled to ensure appropriate security and data privacy
- Easy configuration for financial reporting, such as account postings to a general ledger

“In order to grow the business, insurance firms need to create and distribute new products quickly while also paying attention to manageability and traceability. Meeting these requirements calls for a structured but flexible platform. GraphTalk A.I.A provides flexibility around business processes (BPs) and at the product-management level, using non-code-based configuration and parameterisation. Customisation at the code level is also open to customers.”

Source: GraphTalk A.I.A 4.30 Technology Audit, Ovum Butler Group, February 2010
“Time to market is of crucial importance, so we were looking not only for an application with short implementation time and great flexibility in product development, but also for a long term partner who can support us in achieving our goals. CSC has proved highly capable of delivering the common solution we need. We believe we will gain significant business efficiency from that operational synergy.”

Dr. Gabor Kepecs, CEO, AEGON CEE

FROM LOCAL IMPLEMENTATION TO GLOBAL DEPLOYMENT, GRAPHTALK A.I.A WILL TAME THE COMPLEXITY AND RISK IN YOUR CORE INSURANCE PLATFORM

GraphTalk A.I.A is an international solution and helps insurers respond to legislation and market practice anywhere in the world. But its configuration tools also mean that it is equally adapted to handle the most complex national insurance regimes.

CSC customers come back time and again to launch new country operations on GraphTalk A.I.A. They see it as key to their strategic planning. We have already established a leadership position in Europe, including in Eastern Europe where many multinational customers are developing new business opportunities.

We are also a strong choice for local players throughout the continent.

* AXA Global Distributors uses GraphTalk A.I.A as a centralised international platform for its variable annuities business run out of Dublin (and soon the UK), supporting all of its European and Asian markets.

* In France, Groupama is consolidating four business units and six administrative platforms on GraphTalk A.I.A – currently the largest insurance project in France.

* Aviva has implemented GraphTalk A.I.A in several countries in Europe, for example: to support new operations (in Dubai); to enter major new markets (Russia); and to provide a platform for a tier 1 insurance business in one of Europe’s largest economies (France).

“GraphTalk A.I.A is a robust policy administration system benefiting from years of experience in terms of new features and functionality development initiatives. Only a company like CSC can offer insurers the contribution of such a vast clients community. In other words, Celent believes that GraphTalk A.I.A remains and will continue to be a solution European insurers of all sizes have to consider when selecting a policy administration system.”

GraphTalk A.I.A has been supported by CSC for more than 15 years. Each year we invest, on average, nearly $10 million in R&D. This improves function and performance, and supports our customers as they launch new products, distribute through more channels, improve their customer relationships and enter new geographies.

GraphTalk A.I.A is designed from ground up to integrate into any technical environment an insurer might operate. It supports standard technologies, such as Oracle, J2EE, .net, XML and Websphere. It is one of the few platforms demonstrably supporting both life and general insurance business.

GraphTalk A.I.A has been benchmarked to over 12 million policies, but the solution works equally well for small and large insurers since it can run on any machine from a Windows laptop to the largest Unix server. All insurance administration functions are web-service enabled and can be exposed to customers or distributors over the Internet as part of the solution’s thin-client architecture.

GraphTalk A.I.A can integrate into another CRM system, although many clients use its own feature-rich CRM module to work across other existing administrative solutions to provide a single view of the customer.

HOW GRAPHTALK A.I.A DELIVERS VALUE

- Comprehensive, componentised and scalable full insurance solution
- Leader in multi-country implementations
- Improves product time to market
- Quality customer experience
- Delivers product innovation and competitive edge
- Easy process configuration for distribution channels and special deals
- Improved business process efficiency with workflow enablement
- Rapid change testing
- Modern and developing service orientated architecture (SOA)
- Reduced total cost of ownership