FINANCIAL-SERVICES TECHNOLOGY

Insurtech

Digital insurance strategy, product, distribution, underwriting, policy administration, claims, data, controls, and platform transformation advisory.

CORE SIGNAL

Insurance technology creates value when product rules, risk decisions, policy administration, servicing, claims, data, and regulatory controls operate as one customer lifecycle.

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PRACTICE AREA BRIEF · 10-PAGE EDITION

THE MANDATE

Why This Practice Matters

Insurers face pressure to modernize complex products and legacy estates while improving customer experience, underwriting discipline, operational efficiency, partner connectivity, and control.

EXECUTIVE QUESTIONS

1. **Can product and underwriting rules be changed safely without deep dependence on legacy code?**
2. **Where does the customer journey break into manual work, duplicate data capture, and unclear ownership?**
3. **How will existing policies, claims, documents, and accounting history migrate with evidence?**
4. **Which automation and analytics opportunities improve both customer outcomes and risk discipline?**

WHO WE SUPPORT

- Life and health insurers
- Property and casualty insurers
- Reinsurers and specialty carriers
- Brokers, MGAs, and distributors
- Insurtech and platform providers

FINANCIAL-SERVICES TECHNOLOGY

ENTERPRISE ADVISORY

THE CAPABILITY MAP

Six Capabilities That Define the Practice

A structured view of the business, technology, data, control, and operating-model capabilities required to execute reliably.

01 Digital Product & Distribution

Design products, journeys, channels, partner connectivity, quoting, and conversion.

02 Underwriting & Decisioning

Connect data, rules, risk models, referrals, evidence, and accountable approvals.

03 Policy Administration

Modernize issuance, endorsements, billing, renewals, servicing, and policy records.

04 Claims Transformation

Improve intake, triage, assessment, fraud controls, reserves, payment, and recovery.

05 Insurance Data & Analytics

Establish customer, policy, exposure, claims, pricing, and actuarial data foundations.

06 Controls & Regulatory Change

Embed conduct, suitability, privacy, complaints, reporting, and audit evidence.

THE PROBLEM LANDSCAPE

Where Institutions Lose Control

The recurring failure patterns that create operational risk, delivery friction, hidden cost, and weakened executive confidence.

01 Product Rules in Code and Memory

Policy logic is split across legacy configuration, documents, spreadsheets, and experts.

02 Journey-System Disconnect

A modern front end still relies on slow manual hand-offs and fragmented back-office records.

03 Underwriting Inconsistency

Rules, models, referrals, evidence, and authority vary by product, channel, and individual.

04 Claims Friction

Customers repeat information while adjusters navigate disconnected evidence, payments, and vendors.

05 Data by Function

Actuarial, underwriting, policy, claims, finance, and distribution datasets do not reconcile.

06 Migration Risk

Long-lived policies and historical claims make platform replacement complex and control-sensitive.

MDMI DIAGNOSTIC LENS

We trace the insurance promise from product design and risk selection through policy, service, claim, payment, reporting, and customer outcome.

THE ADVISORY OFFER

What MD Market Insights Delivers

Modular services that can be deployed independently or combined into a sequenced transformation program.

01 Insurance Platform Strategy

Assess core systems, product engines, distribution, data, integration, and modernization options.

02 Product & Journey Design

Define digital products, journeys, rules, channels, servicing, and operational hand-offs.

03 Underwriting Transformation

Redesign decisioning, referrals, data, models, authorities, evidence, and performance monitoring.

04 Policy & Claims Modernization

Lead requirements, process, controls, integration, migration, testing, and readiness.

05 Data & Analytics Advisory

Develop insurance data models, quality, lineage, reporting, pricing, and claims analytics.

06 Operating Model & Automation

Clarify ownership, service models, work queues, partners, controls, and intelligent automation.

THE SYSTEM VIEW

From Strategy to Controlled Execution

The practice is designed as an end-to-end system: decisions, workflows, platforms, data, controls, and outcomes must operate as one chain.

Product & Quote → Underwriting → Policy Issuance → Billing & Service → Claim & Recovery → Finance & Reporting → Renewal & Insight

FOUNDATION 01

Product, policy, party, exposure, and claims data models

FOUNDATION 02

Rules engines, partner APIs, document, and workflow infrastructure

FOUNDATION 03

Conduct, authority, privacy, financial, and operational controls

Governance · Controls · Traceability · Ownership · Evidence

THE MDMI METHOD

A Six-Phase Path from Ambition to Adoption

A disciplined method that converts executive intent into implementable decisions, tested capabilities, operational readiness, and measurable value.

1 2 3 4 5 6

Discover

Frame the mandate, stakeholders, scope, constraints, and decision rights.

PRODUCT SCOPE

Diagnose

Baseline processes, platforms, data, controls, pain points, and root causes.

LIFECYCLE BASELINE

Design

Define target capabilities, architecture, workflows, controls, and requirements.

PLATFORM BLUEPRINT

De-risk

Validate feasibility, dependencies, regulatory obligations, and transition exposure.

CONTROL DESIGN

Deliver

Coordinate build, integration, testing, cutover, governance, and adoption.

MIGRATION DELIVERY

Demonstrate

Evidence outcomes through KPIs, controls, traceability, and continuous improvement.

OUTCOME DASHBOARD

THE WORK PRODUCT

Decision-Grade Artifacts, Not Shelfware

Every artifact is designed to drive a decision, control execution, transfer knowledge, or evidence an outcome.

Insurance capability map DELIVERABLE 01	**Customer and policy journey maps** DELIVERABLE 02	**Product-rule catalogue** DELIVERABLE 03	**Underwriting decision model** DELIVERABLE 04
Policy administration requirements DELIVERABLE 05	**Claims operating model** DELIVERABLE 06	**Insurance data model** DELIVERABLE 07	**Integration and API blueprint** DELIVERABLE 08
Migration and reconciliation plan	**Control and compliance matrix**	**Testing and readiness strategy**	**Insurance KPI dashboard**

EXECUTIVE STEERING | DESIGN AUTHORITY | DELIVERY GOVERNANCE | RISK & CONTROL | ADOPTION & VALUE

THE VALUE CASE

Representative Use Cases and Success Measures

Illustrative applications showing how the practice converts complex institutional problems into controlled, measurabl

01 Core Policy Administration Replacement

Migrate products, policies, billing, servicing, documents, and history to a modern platform.

02 Digital Underwriting Workbench

Integrate data, rules, models, referrals, evidence, and authority into one controlled workflow.

03 Claims Experience Transformation

Simplify intake, triage, evidence, vendor coordination, payment, and customer communications.

04 Embedded Insurance Enablement

Design partner APIs, product rules, consent, pricing, servicing, and reconciliation for external channels.

SUCCESS MEASURES

- Quote-to-bind conversion
- Underwriting turnaround
- Referral rate
- Policy servicing time
- Claims cycle time
- Claims leakage
- Straight-through processing
- Customer outcome score

BUILD THE NEXT MOVE

Turn Complex Change into Controlled Execution.

MD Market Insights helps insurers modernize the full insurance lifecycle - balancing digital experience, product flexibility, risk selection, operational performance, data integrity, and regulatory control.

OPTION 01

Diagnostic Sprint

Rapid baseline, critical risks, priority decisions, and a sequenced action plan.

OPTION 02

Advisory Workstream

Focused design or delivery support for a defined capability, platform, or control domain.

OPTION 03

Transformation Partner

End-to-end support from strategy and architecture through implementation and adoption.

MD MARKET INSIGHTS

Capital Markets · Financial Services Technology · Emerging Advisory

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Toronto · New York · Global Delivery

Advisory · Consulting · Capability Development