Sceneric Quote Engine

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Contents

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Introduction

- This presentation provides a technical overview of the Sceneric Quotes Engine
- The Sceneric Quotation Engine is the engine integrated within the Sceneric Proposal System
- This presentation is intended for an audience with technical knowledge of Life & Pensions quotes

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Design Philosophy

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Design Philosophy

- Sceneric has developed the quotation engine with a number of considerations in mind
  - Rapidly Configurable Quotes
    - The ability to create quotes should be as easy as possible
    - Configured once and use across the system
  - Performance
    - The quote engine must be fast and scalable
  - Open and Extensible
    - The quote engine must be easy to integrate and extend

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System Architecture

System Architecture - Overview

- The Sceneric Quote Engine is built from 3 main loosely coupled components
  - Interface Control
  - Parameter Engine
  - Rules Engine

- These 3 components work together to deliver quotes and illustrations as per the business requirements

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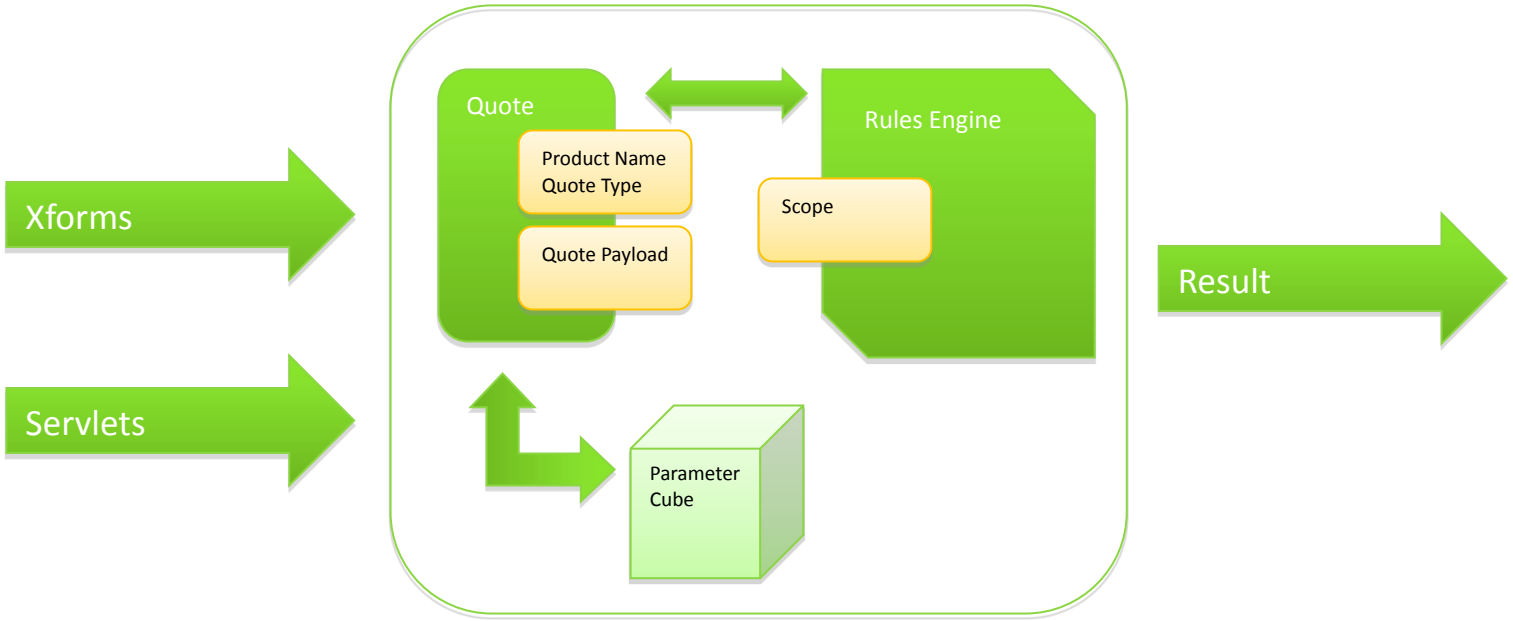
System Architecture – Overview Diagram



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System Architecture – Quote Interface

- The Quote Interface provides an extensible interface for input of quote data

- 3 Key Parameters are required
  - Product Name – This is key for the product parameters
  - Quote Type – This is the type of quote – for example either a full quote or a simple upsell or comparison quote
  - Quote Payload – This is the XML with the quote parameters

- The Quote Interface then interrogates the Parameter Cube before passing the data to the rules engine

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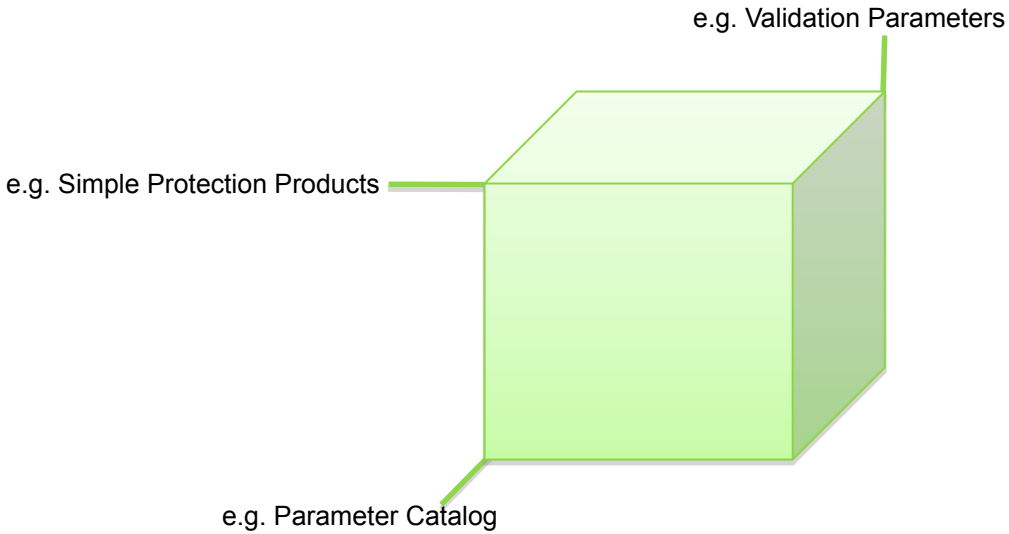
System Architecture – Parameter Cubes

- The Sceneric Quote Engine includes an extremely powerful mechanism for defining product parameters: the Parameter Cube
  - The cube allows for a 3 dimensional set of parameters to be stored for a product or a set of products



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System Architecture – Parameter Cube Lookups

- Specifying different inputs affects the output from a Parameter Cube

- 3 Parameters will find a single point in a cube
  - e.g. premium adjustment value for a particular product for a particular age
- 2 Parameters will return a list of values (and the index)
  - e.g. return all field validation values for quote inputs for a particular product
- 1 Parameter will return a 2 dimensional array of values
  - e.g. return the entire rates table for a product

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System Architecture – Parameter Cube Lookups

- In addition to the polymorphic nature of the interface, the Parameter Cubes can include scripts for complex lookups
  - e.g. Rate adjustments based on complex variations
  - E.g. Max and min sum assured base on age, gender, smoking , etc
  - Rider options base on premium, total risk amount, and etc.
- The lookup service encapsulates this complexity from the Quote Engine – it never knows that this is the case
- The complex lookup capability can be administered by the user, as can the entire Parameter Cube

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System Architecture – Parameter Cube Administration

- The Sceneric Quote Engine includes a user administration interface for the Parameter Cube engine
- Parameters can be downloaded and updated through the use of Excel spreadsheets
- Parameter versioning is also being introduced in August 2009

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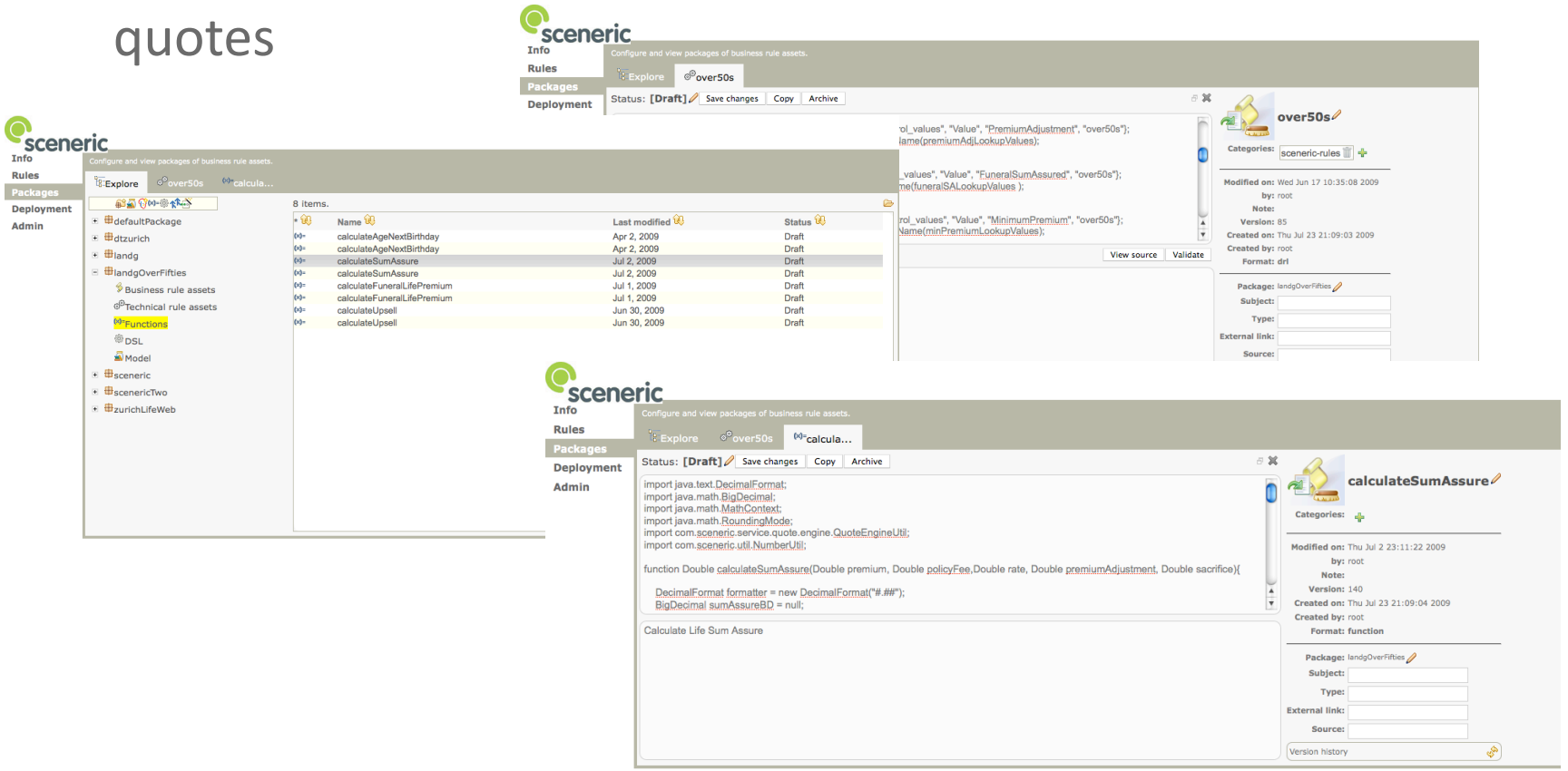
System Architecture – Rules Engine

- The rules engine provides a flexible system for building quotes



System Architecture – Rules Engine

- Quote rules are built through the interface and deployed as packages to the quote engine through a CMS or other deployment methods

- Java methods can be used in quotes, and Sceneric has included methods for common financial functions

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Real World

Where is the Sceneric Quote Engine being used?

- Legal & General are using the Sceneric Quote Engine within a consumer facing protection system

- Zurich Hong Kong are using the Sceneric Quote Engine to support 27 combined investment and protection products

- Currently the quote engine's main use is for new business, however it can support 'in force' quotes through it's open architecture ensuring ease of integration

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Demo

About Sceneric

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About Sceneric - Founders

- **Jim Herbert** - Ex IBM, Cambridge Technology Partners and KPMG with award winning Life and Pensions experience
- **Wai Lok Ip** - Senior Technical Architect with an MSc in Computer Sciences from University of Birmingham
- **George Brandie** – Ex Group Operations Director for a major IT Services company with an MA in Finance & Economics from University of Aberdeen
- **David Wyllie** – Program Manager with experience within many Life and Pensions companies and a BE(Elec) from the University of New South Wales

- Sceneric specialises in the design and delivery of bespoke e-commerce solutions for financial services clients
- The organisation brings together business experts, technologists, communications professionals and functional/graphic designers
- Together, these diverse individuals combine to deliver a unique e-commerce offer that bridges the worlds of technology and business

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Background

- The Company was founded in June 2006
- The principals are all experienced practitioners who have played key roles in many of the largest e-commerce implementations

– Zurich Life

– Legal & General

– HSA

– Fortis

– Savills

– Simplyhealth

– MGM Advantage

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Partners

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