

## Manage Business Rules for:

- Origination & Underwriting
- Claims Processing
- Fraud Detection
- Business Process Mgmt.
- Compliance
- Pre-authorization
- Benefits Explanation
- Online Service Delivery

## Insurance Services

*Haley's business rules solutions enable insurance organizations to rapidly deliver innovative, fast-changing products and services to their customers in a cost-effective manner.*

### The Challenge

Insurance firms compete in a highly saturated market. To drive revenue they must differentiate themselves with innovative products while simultaneously controlling operational costs. Accomplishing these goals together is very challenging. Innovation requires constant change and change is a time-consuming, expensive and error-prone exercise.

With the competitive catch-up time getting shorter and shorter, the rewards of each 'Big Idea' are greatly skewed to the first few months of its life. For that idea to be a winner, its time from conception to birth must be as short as possible. Once released to customers, the product's continuing profitability is then determined by the company's agility and flexibility to adjust it to new market conditions, competitor counter-moves, changing regulations and the fluctuating economic climate.

Current IT departments are generally not geared up to launch and modify products and services with the frequency the market now demands. A general skills shortage, restrictive maintenance windows, competing budget priorities and business logic deeply embedded within complex legacy systems are also factors which contribute to a slow time-to-market.

Haley empowers Insurance companies to address all of these issues with confidence.

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Haley delivers a comprehensive suite of software solutions to automate legislation and policies, manage business rules and mitigate risks. Our technology allows public and private sector organizations to capture and understand their key policies and rules; deliver accurate decisions and eligibility determinations; comply with regulatory and governance obligations; and control risks and combat fraud.



## Extensive insurance sector experience

Haley has specialized in serving the insurance industry since our company was founded nearly 20 years ago.

We continue to develop our technology to meet the needs of our customers, including leaders in Property & Casualty Insurance, Health Insurance and Life Insurance.

## Why Haley?

Haley allows the business logic or 'rules' to be separated from the application code and authored in natural language using sophisticated English statements. For example, "refer an application to underwriting if the occupation of the applicant is hazardous".

The distinct advantages of our solutions in the capture, management and execution of business rules include:

- Our unique **natural-language authoring capabilities** enable the business experts, not technical staff, to develop rules directly from their requirements. No scripting or programming is needed. Our clients have managed to reduce project delivery time by more than 35%, bringing forward the cost savings and revenue opportunities of the new application.
- Agility and flexibility are vastly improved as the business can now **adjust the rules in minutes rather than days**, preserving a competitive edge and keeping rivals on the back foot and struggling to keep up.
- Using Haley to separate the business logic from the rest of the application and enabling the business unit to develop and maintain it **significantly reduces the possibility of 'translation errors'**. Eliminating these errors dramatically reduces costly re-work and again speeds time-to-market. In addition, the high overhead of requirements management typically employed to handle the IT/business bridge is also curtailed.
- **Automation of decisions** using business rules moves the operational process much closer to the front office, resulting in greatly improved consistency, accuracy, timeliness and operational costs.
- The organization's **intellectual property and business logic are centrally managed** in natural language rather than encoded in complex programming code across multiple applications. By using natural language, the rules are self-documenting. The business can easily determine exactly what is happening inside their automated processes and procedures. This has proven to greatly reduce the overheads associated with user-acceptance testing, change control, and audit & compliance.
- Our **highly-scalable business rules engine** is optimized for the demanding performance required by the largest financial and insurance enterprises.
- Fully compliant with Service Oriented Architecture (SOA), Haley's engine allows the organization to **easily reuse the business rules** within multiple applications and across different communication channels.