– proven – modern – flexible –

msg.PM Quattro

How is it possible to centralize, systematize and structure the product knowledge of your company in an easy way? Are you interested in an efficient administration of you product knowledge and do you want to distribute it well-controlled to the different users in your company?

Product knowledge is core competency

As insurer or likewise financial service provider the knowledge of the content and the function of your products is the core competency of your company. As consequence of this it merits a special observation:

- You want to know how your products reach the market and want to be able to react to market tendencies with rapid product adoptions.
- You want to control which products are offered by your staff to which target group.
- You want to have influence, if questions of claims regulation, estimation tolerance and goodwill come up.

With a product management system of msg systems ag the product knowledge is settled in one central place and can be administrated, developed and distributed from there. The Rules and Algorithms defined centrally run identical on the platforms, that are supplied by the product knowledge.

Making use of product components

When you centralize your product knowledge in one place you can give it a new component oriented structure, thereby you win:

- Flexibility to build **cafeteria-style** products that allow your customer to make his own choice towards an optimal customized product that exactly covers his need of security.
- Speed in the meaning of **time-to-market** as you are faster in realizing product changes and variations based on the existing core products and therefore can react directly on market tendencies.
- **Bundle-Products** round up the facets of product enhancements the system offers as you can put together new products rapidly from existing product components by creating new variations and integrating them into a new sales product. By this also **white-labeled** products are possible in the case another company bundles up its products (or coverages) with your product portfolio.

Support by special tools

You are supported in an ideal way by a series of specialized tools:

- With **msg.PMQ Designer** (based on Eclipse) you develop rules, product components and building blocks and implement formulas and functions for the effective calculation of the different contract values that are needed by the sales system, the policy system, the claims or commission system.
- In the next step you build the sales products based on the product components you defined first, you specify the sales period for each sales product. Reusing already defined product parts you win additional creating time for product definitions. The integrated testing

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facility allows you to do a calculation test after putting the final sales product together.

- Via **msg.PMQ Runtime** the product knowledge is made available to the target applications in a comfortable way. The Runtime environment is able to run as a sub program as well as a product server or as a product service provider integrated into a service oriented architecture (SOA).

Complementary Extensions

A set of harmonized tools complete the product family towards the **msg.PMQ Product Suite**:

- With **msg.PM Runner** (also based on Eclipse) you realize the mass test of your contract data in order to achieve a high test coverage of the implemented product logic.
- With the **msg.PM Product Analysis Workbench (PAW)** you are enabled to detect correlations between the product components of your contract portfolio, you can simulate the product according to a time and interest scenario and you can use the results for the optimization of the product.
- Via **msg.PM Potato** (**Pr**oduct **Tra**nsport **Too**l) you convert the existing product structure into EXCEL in order to allow a table based modification of your product information. Potato the offers a comfortable import mechanism back into **msg.PMQ Designer**.
- A bunch of additional tools help you to manage and maintain the product knowledge of your company and deliver it in the appropriate format to the target systems that make use of the formalized product logic.