

# ALLFINANZ SPARK

Igniting the digital revolution  
in life insurance

NOT IF, BUT HOW

Munich RE 





# Revolutionise how you grow your business

The old certainties are gone. Today, more ambitious, more agile insurers are using digital technology to take on less forward-thinking competitors and win. They are delivering better customer service, unlocking new market opportunities and converting more business, more consistently than ever before.

It's a revolution. The winners will be those insurers who move fast, gaining a valuable foothold in a rapidly changing market. They will be the ones who take full advantage of the latest technology to rethink how they do business – from how they propose and sell cover to how they operate internally.

Of course, change on any scale is a challenge for any business, especially when time is not on your side.

The good news? We can help you get further, faster with an advanced solution specifically designed to help ambitious insurers compete and win in the market.



# ALLFINANZ SPARK – the catalyst for change

SPARK is a cloud-based new business, digital underwriting and analytics solution designed to deliver everything you need to quickly drive significant growth in sales, while transforming your customers' buying experience.

SPARK will help you sell in new ways to new markets. It'll help you deliver new levels of customer experience to meet the needs of today's digitally savvy buyers. And it will give you access to new sources of data and insight, enabling you to make better, faster decisions.

With SPARK, you can automate the underwriting of many of the routine cases that currently take up so much of your underwriters' valuable time. You can price and offer cover for many customers immediately, reducing the risk of policies not being taken up. And you'll be able to get up and running in a fraction of the time of more traditional systems.

Ultimately, with SPARK, making the digital revolution a reality has never been easier.



© Cecilie\_Arcurs / Getty Images

# The tools and capabilities you need

SPARK delivers a core new business toolkit enabling your firm to rapidly kick the paper habit, streamline processes and explore valuable new opportunities. The solution's core capabilities include:



## A pre-configured underwriting rulebook

To help accelerate your implementation and time-to-market



## Support for multiple products

Across multiple languages and multiple sales channels so you can sell how and where you want



## An easy-to-use rules designer

Allowing you to customise the solution to your specific underwriting philosophy (with new rules and rule changes published instantly)



## Easy integration

With internal and external third-party data providers, accelerating decision making and improving the customer experience



## Sophisticated rules for common conditions

With the option to offer instant cover, ask further reflexive questions, or refer the case for manual underwriting



## Business insights

To help you understand how your business is performing (and quickly identify areas for improvement)





© Westend61 / Getty Images

# Built for the real world of modern life insurance

Today, every insurer is under pressure to grow business without increasing costs.

Because SPARK is delivered as a cloud-based service, you don't have to worry about hosting, configuring or deploying the solution. You no longer need to invest in costly hardware and software. And you won't need expensive IT resources to carry out maintenance and system administration – we manage all of that.

Instead, you'll benefit from automatic updates and improvements as soon as they are available. You'll get world-class uptime and security. And, with hosting hubs worldwide, you'll get the performance you need, when you need it.

SPARK can be accessed at any time, on any device, anywhere in the world, giving you greater flexibility in how you serve customers. It means you'll be able to attract more tech-savvy agents who will benefit from greater productivity, higher straight through processing rates and reduced turnaround times. What's more, you'll be able to easily implement upsell and cross-sell campaigns to help them hit their targets and detailed analytics will show you exactly how they're performing.

With SPARK, you'll have the confidence that the cover you provide is consistent, evidence-based and demonstrates compliance with industry regulations.

SPARK can rapidly enhance your existing process, with little business disruption, while planning for a more transformative e-business solution.



## Your partner for growth

When you're embarking on something as important as transforming how you do business, you need to be confident the partner you choose can deliver.

At Munich Re Automation Solutions, we know what it's like to be in your shoes – the challenges you face and the opportunities you could realise. We work with insurers like you the world over who face many of the same challenges. In fact, today, our technology powers the most widely used new business and underwriting solutions in the world.

We have deep knowledge of both the insurance business and the software industry – we are not a re-insurer trying to lock in revenue, nor are we a software firm simply targeting a niche sector. Our success stems from being 100% focused on what really matters to our customers.

And as a member of one of the world's largest re-insurance companies, we have the resources and stability to focus on developing the best platform for the challenges of today and to continue to develop it for the opportunities of tomorrow.

We'd love to show you how you could grow your life insurance business with our technology. Contact us for an initial conversation.



# About Munich Re

Munich Re is one of the world's leading providers of reinsurance, primary insurance and insurance-related risk solutions.

Munich Re Automation Solutions, a Munich Re subsidiary, is the world leading provider of digital new business, underwriting and analytics solutions to the insurance industry. Working with forward-thinking customers across the globe, we're on a mission to revolutionise the way life insurance is bought and sold, using next-generation technology to give insurers the power to grow their businesses profitably.

Learn more about **ALLFINANZ SPARK** »

Contact us for an initial conversation about your needs at **[revolution@munichre.com](mailto:revolution@munichre.com)** or call your nearest office:

**Europe:** + 353 1 293 2888

**US:** + 1 312 319 4801

**Australia:** + 61 2 8404 9200

**Japan:** + 81 3 4550 1550

**Singapore:** + 65 9 437 8727

Cover image: © Luis Alvarez / Getty Images  
Back cover image: © Maskot / Getty Images

In some countries, including in the United States, Munich Re holds the status of an unauthorized reinsurer. Policies are underwritten by Munich Re or its affiliated insurance and reinsurance subsidiaries. Certain coverages are not available in all jurisdictions.