



Allied World Assurance Company (acquired Darwin Professional Underwriters in 2008), is a global provider of innovative property and casualty insurance, including a variety of management liability and other professional liability lines. As a start-up in 2003, Darwin needed a platform upon which they could build a business — no matter which path the business decided to take. Given their aggressive growth schedule, a flexible, tool-based platform capable of rapidly introducing unique products in the marketplace was critical.



Ease of Doing Business through Self-Service

The primary objective of the company was to deliver high automation to a multi-tiered distribution channel via a technology platform that assured they could be nimble and responsive to their customers.

Allied World implemented OneShield® Policy to enable a complete underwriting infrastructure that reduced an industry standard 30-day process down to 10 minutes.

The system has been evolving since its first launch in 2004, when Bob Asensio, executive vice president, information technology for Bermuda-based Allied World, first conceived and configured OneShield Policy to provide self-service underwriting, rating and policy administration capabilities to support producers selling professional liability insurance to the small to medium-size business market.

“In Darwin’s formative years, OneShield Policy helped us establish our brand. After Allied World’s acquisition, we rolled a complete set of complex products onto OneShield Policy.

Results

- Six months in, the internal staff was **configuring 80 percent** of the company’s policy administration application.
- **Rolled out 15 new insurance products within the first year** of OneShield Policy implementation.
- Built an end-to-end insurance processing application called I-Bind around OneShield Policy to **enable greater speed when closing new business and ease of use for producers**.
- **Select agents have the ability to rate, quote and bind** certain E&S risks on their own in **less than 15 minutes** as opposed to the previously typical 30 days.
- More than **40 percent** of the D&O, E&O and general liability policies written are **bound with little or no underwriter intervention**.

Flexibility and Self-Sufficiency Lead to Success

With application flexibility and the tool set in the right hands, Allied was able to automate sophisticated underwriting processes to allow retailers, wholesalers and MGA's to better service their insureds.

"We had one chance to get it right at the beginning," said Asensio. "That's why we picked a technology that really had no dead ends."

Asensio added, "The idea that you could configure a system to be nimble enough to manage change independently was essential to us. Total cost of ownership and the time savings inherent to a flexible system that provided true speed to market were also extremely important requirements." Asensio wanted to create a "simple yet entirely comprehensive" environment without being dependent upon a vendor and without having to build it from scratch himself.

OneShield Policy's flexible toolset differentiated the system from other technology products and gave users the ability to do "pretty much anything" according to Asensio.

"We liked that everything was done within OneShield Policy and it was done in a consistent way," said Asensio. "It enabled us to quickly address issues and respond to the needs of customers."

Within six months of signing a contract to implement OneShield Policy, the company was configuring 80 percent of its policy administration application with a small, but very talented, internal staff.

"Whatever we've been asked to do with the system by our producers or our management team, we've been able to do," said Asensio. "Whatever the hurdles were, we were able to overcome them. We have a high degree of confidence in the system."

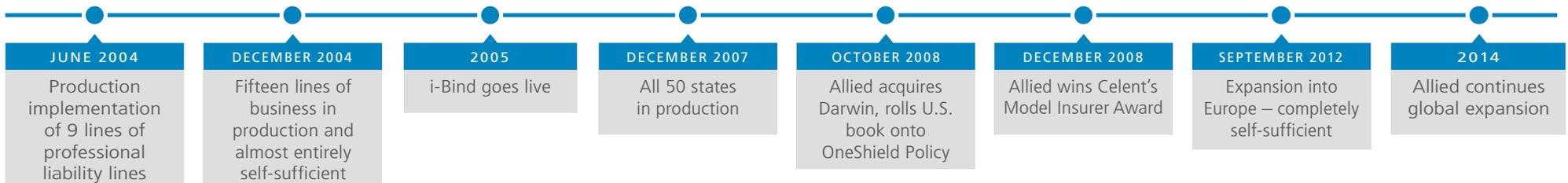
Allied World has been able to build a profitable book of business by being nimble, responsive, focused and selective. Leveraging the right technology to streamline traditionally labor intensive endeavors and assure proper underwriting and risk assessment for excess and surplus lines was critical.

Asensio said, "The total flexibility engineered into OneShield Policy is exactly what we were looking for. In about one year's time, we designed multiple product-specific workflows and rolled out 15 new products while supporting the complexities of admitted and surplus paper. Additionally, we extended online, real-time services directly to our distribution partners. From a technology perspective, this platform supports all our products and processes with a deployment speed that gives us a competitive advantage."

"We initially selected OneShield Policy because of the total flexibility engineered into the application and that has proven time and again to have been a wise decision. We've been completely self-sufficient given the capability of its configuration tool-set."

*Bob Asensio
Allied World Assurance Company*

After the first implementation of OneShield Policy, the evolution of innovation at Allied World Assurance Company continues:



Binding Technology and Business Together

“Using OneShield Policy, we were able to distribute products through an automated underwriting process we call I-Bind,” said Asensio. “It was the first automated underwriting product for professional liability.”

“We wanted to enable our producing partners to go online and be able to automate small and medium-size business, which wasn’t being done at this level,” continued Asensio.

I-Bind includes a set of interview questions accessible to producers who can walk through the process with the client without ever having to go to an underwriter. This means it is quicker and easier for producers to close new business since I-Bind makes it possible to receive an almost instantaneous quote in the field followed by policies issued in real-time as well. On the back end, Allied World underwriters are notified in real-time when a red-flagged item has been referred.

Taking it one step further, Asensio’s team was able to eliminate redundant data entry and to speed up the process even further by providing potential policyholders limited access to the system. Today, I-Bind allows potential customers to enter information into an online form and even submit the application with the help of a producer. The capabilities provided by

OneShield Policy have enabled Allied World to not only create a very dynamic, comprehensive and intricate underwriting process, but to speed the signing of new business through I-Bind.

“One of the things OneShield Policy does very well is to create and generate new products,” said Asensio. “With the dynamic nature of I-Bind, we are up over 10,000 rules used within the product. We are a very aggressive and fast-paced company, and we need the ability to respond quickly without having to rely on a third party. We have that with OneShield Policy.”

Allied World has been able to refine and simplify the rules engine as it gained more experience with OneShield Policy. “We’ve been able to take that process, automate it, keep refining it, keep changing it, keep making the workflow more streamlined and simple,” Asensio said.

As part of Darwin, I-Bind delivered impressive levels of business growth with the online product, doubling the insurer’s written premium business in the first years offered. This initial success caught the attention of Allied World, which eventually purchased the company. Allied World was able to roll all of its U.S. business, including new products with OneShield Policy, completely independent of OneShield.

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