zensar

Beyond Rate Changes: How Guidewire PricingCenter is Redefining Insurance Pricing Agility

Whitepaper



An RPG Company

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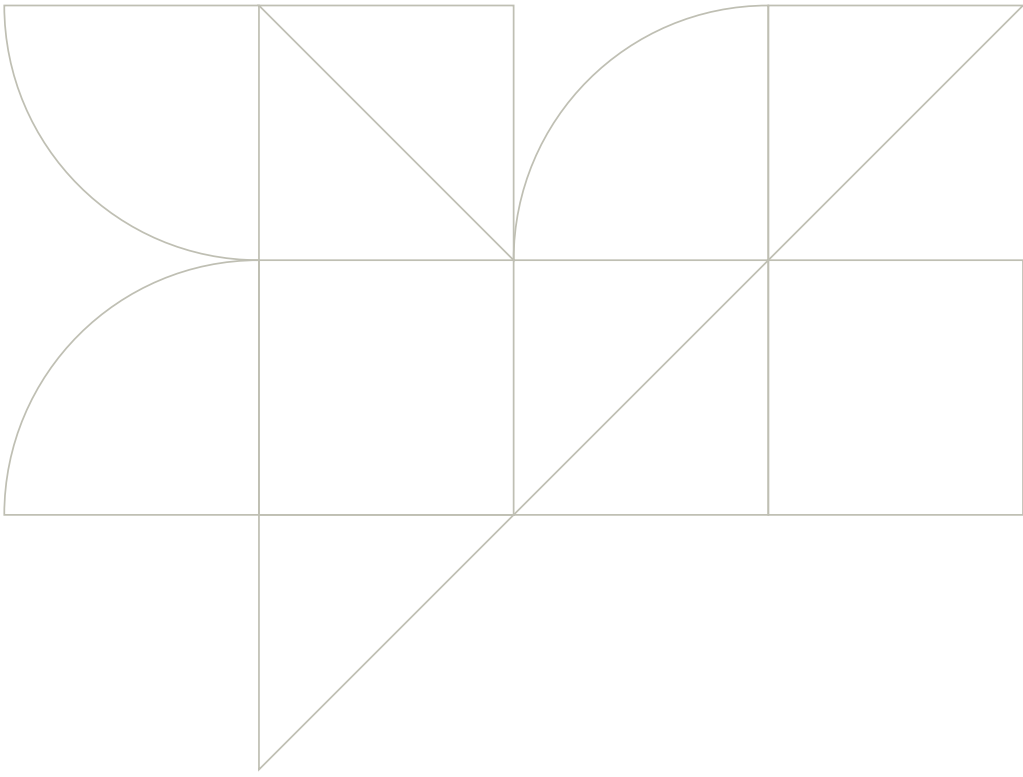
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Executive summary

The property and casualty (P&C) insurance industry faces growing pressure to respond quickly to market changes, inflation, catastrophe risks, changing customer behavior, and increasingly sophisticated competitors. While insurers have invested heavily in modern policy administration systems such as Guidewire PolicyCenter, many still rely on fragmented pricing ecosystems made up of spreadsheets, custom models, rating engines, and manual IT implementation processes.

Guidewire's new **PricingCenter fundamentally** changes this landscape.

From our perspective as a Guidewire implementation partner, PricingCenter is a significant addition to the product suite that boosts insurers' ability to respond quickly to market changes. It extends Guidewire's vision from policy administration modernization to true **insurance product and pricing agility.**

An industry problem: The pricing agility gap

The pricing agility gap: Why rate changes move slowly

Fragmented inputs	Handoff-driven processt	Business consequences
• Data extraction • Predictive models • Impact analysis • Rating logic • Testing plans	**Analyze → export → translate → code → test→ deploy** Actuarial, underwriting, product, and IT teams work across disconnected tools and versioned files. **Result**: Manual translation, rework, governance overhead, and delayed execution.	• 6-12+ month rate-change cycles • Higher IT implementation cost • Increased execution risk • Regulatory and version-control challenges • Slower market response

Pricing innovation is constrained not by actuarial intent, but by fragmented execution between pricing design and production deployment.

Guidewire estimates that some insurers spend up to $1 million per rate change due to manual implementation and governance overhead.

From our client engagements, we consistently observe that modernized PolicyCenter platforms often remain constrained by legacy pricing processes. Pricing innovation remains one of the biggest bottlenecks to business agility.

What is PricingCenter and why it matters

PricingCenter is Guidewire's answer to the pricing transformation challenge.

PricingCenter: A governed end-to-end pricing lifecycle platform

1. Ingest and model	2. Analyze and optimize	3. Govern and deploy	4. Execute in PolicyCenter
Data ingestion Actuarial modeling Machine learning	Impact analysis Pricing optimization Scenario validation	Approval workflows Rate deployment Version control	Real-time rating Quote execution Production feedback

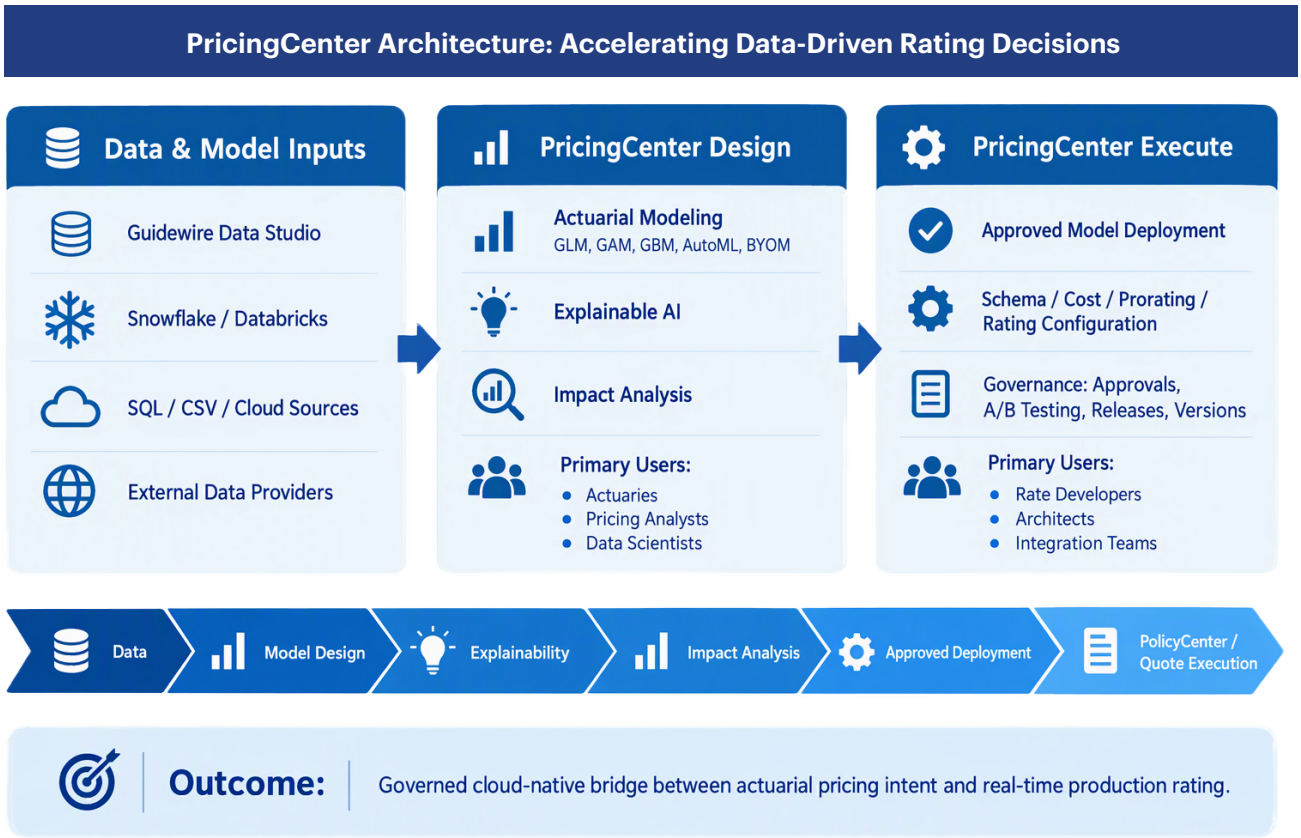
Traditional path
Analyze → export → translate → code → test → deploy

PricingCenter path
Analyze → design → validate → deploy

Why it matters
Faster speed to market • Higher pricing sophistication • Reduced operational risk • Lower IT cost • Better portfolio performance

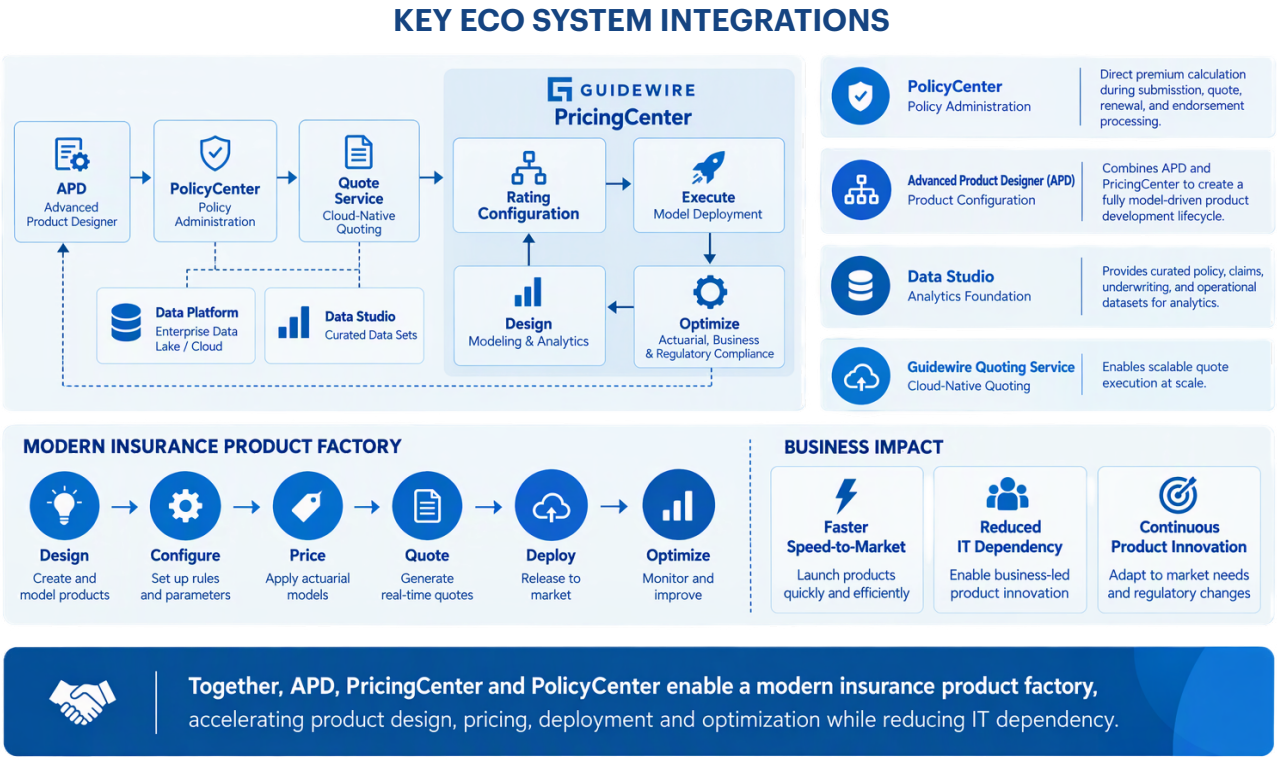
Understanding the PricingCenter Architecture

PricingCenter is best understood as a two-domain architecture: PricingCenter Design enables business and actuarial teams to build, explain, and validate pricing models, while PricingCenter Execute operationalizes approved pricing decisions into governed, real-time rating execution.



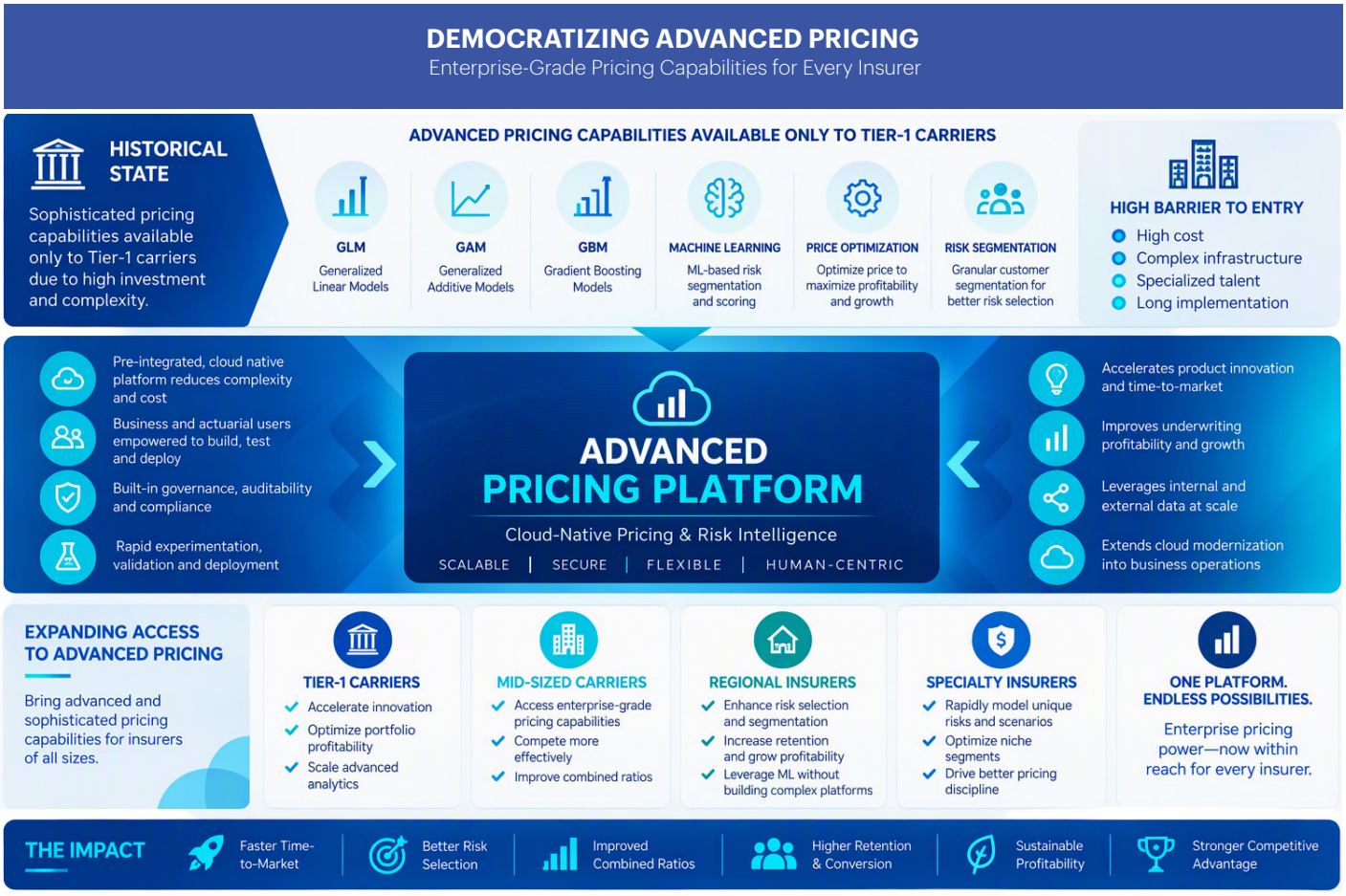
Strategic fit within the Guidewire ecosystem

One of PricingCenter's greatest strengths is that it is not a standalone point solution.
It is natively integrated into the Guidewire Cloud ecosystem.



In our view, PricingCenter is much more than a pricing modernization solution. It serves as a product innovation platform, enabling insurers to launch new products rapidly, enter new markets, adjust rates dynamically, and respond to emerging risks with greater speed and agility. As a profitability engine, it leverages advanced analytics, machine learning, gradient boosting models, segmentation, and external data to improve risk selection, underwriting profitability, retention, and conversion rates. For Guidewire Cloud customers, it accelerates cloud transformation by extending modernization beyond technology migration into business operations transformation.

When combined with Guidewire Advanced Product Designer (APD), PricingCenter creates a unified digital product factory that connects product configuration and pricing innovation, reduces handoffs between business, actuarial, and IT teams, and significantly accelerates time to market. Through its no-code/low-code operating model, business and actuarial users can directly configure pricing logic, test scenarios, perform impact analysis, and deploy changes while maintaining governance and compliance. Additionally, PricingCenter democratizes sophisticated pricing capabilities such as ML, GLM, GAM, GBM, and price optimization, making enterprise-grade pricing innovation accessible not only to Tier-1 insurers but also to regional, specialty, and mid-sized carriers at a lower cost and with reduced operational complexity.



Recommendations for existing Guidewire customers

PricingCenter delivers value across all insurer segments, but the strongest strategic advantage is realized when deployed as part of the broader Guidewire Cloud ecosystem alongside APD and Data Studio.

Scenario	Strategic fit	Key considerations	Recommendation
PolicyCenter cloud customers	**Highest strategic fit**	Native alignment with Guidewire Cloud ecosystem; maximizes value through APD and Data Studio integration	• Adopt PricingCenter as a core component of the Cloud roadmap • Prioritize APD and Data Studio integration • Enable actuarial teams to own pricing delivery through business-led operating models
On-premises PolicyCenter customers	**Medium-high strategic fit**	Cloud migration presents an opportunity to modernize pricing capabilities and operating processes	• Include PricingCenter in cloud migration planning • Redesign pricing workflows during modernization initiatives • Align pricing transformation with cloud adoption strategy
Non-Guidewire PAS customers	**Strategic opportunity**	Can operate as a standalone pricing platform integrated with external policy administration systems	• Evaluate PricingCenter where pricing sophistication is a competitive differentiator • Consider phased adoption before broader PAS transformation • Use PricingCenter as a catalyst for future modernization efforts

Zensar's approach to PricingCenter transformation

While PricingCenter provides a powerful technology foundation, insurers must also transform their pricing operating model, data ecosystem, and governance framework to maximize business value.

Zensar recommends a phased implementation approach focused on both technology enablement and organizational transformation.



Phase-wise activities and outcomes:

Phase	Objective	Key activities	Business outcome
Phase 1: Pricing maturity assessment	Assess current pricing readiness	• Business and operating model review • Data maturity assessment • Analytics maturity evaluation • Rating architecture analysis • Organizational readiness assessment	**Tailored PricingCenter adoption roadmap** aligned to insurer maturity and transformation goals
Phase 2: Build the pricing data foundation	Establish a trusted pricing data ecosystem	• Integrate PolicyCenter, ClaimCenter, BillingCenter • Connect Data Studio, data lakes, Snowflake, Databricks • Leverage third-party and regulatory data • Create unified pricing data foundation	**Single source of truth** for actuarial modeling, pricing, and decision-making
Phase 3: Establish the pricing-to-rating digital thread	Connect pricing design to quote execution	• Pricing model integration • Rating configuration alignment • Schema and cost mapping • APD integration • PolicyCenter and Quote Service integration	**End-to-end traceability** from actuarial intent to production pricing execution
Phase 4: Operational insights and pricing governance	Enable performance monitoring and optimization	• Portfolio dashboards • Profitability analytics • Pricing impact analysis • Operational KPI tracking • Regulatory reporting visibility	**Continuous optimization, governance, and transparency**
Phase 5: Business-led ownership and enablement	Shift ownership from IT to business teams	• Enable actuaries to manage models and pricing logic • Empower pricing analysts to optimize performance • Enable rating analysts to manage releases • Refocus IT on governance, security, and integrations	**Business-driven pricing innovation with reduced IT dependency**

Recommendations for existing Guidewire customers

Guidewire PricingCenter addresses one of the industry's longest-standing challenges: the disconnect between pricing strategy and production execution.

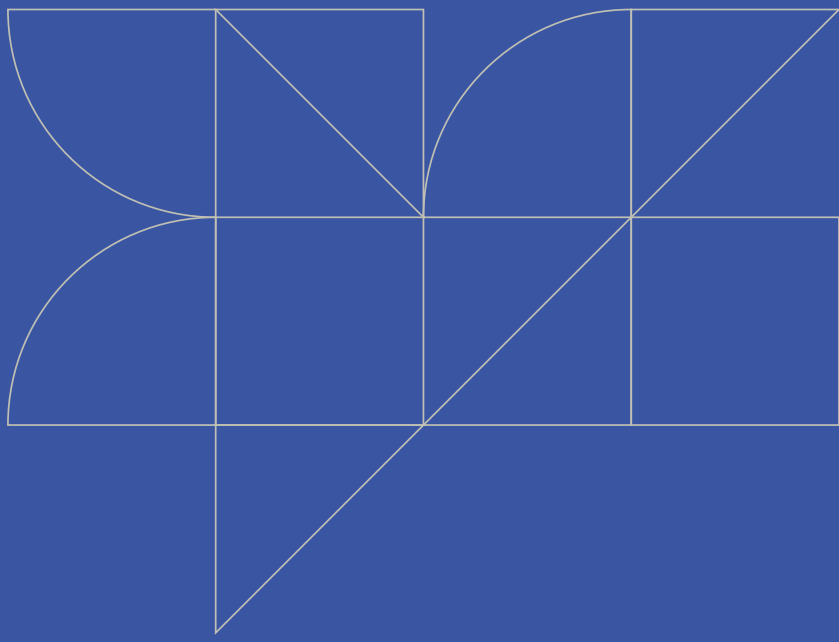
Our view is that PricingCenter has the potential to become a foundational platform for modern insurance product innovation by:

- Reducing pricing cycle times from months to days
- Eliminating costly manual handoffs
- Increasing actuarial productivity
- Enabling advanced AI-driven pricing
- Improving underwriting profitability
- Strengthening Guidewire Cloud value realization

For insurers pursuing growth, profitability, and digital agility, PricingCenter should be viewed not merely as a rating solution, but as a strategic capability that transforms pricing from an operational process into a competitive advantage.
Just as APD transformed product configuration and Jutro transformed digital experiences, PricingCenter transforms insurance pricing by placing control directly into the hands of actuaries and pricing professionals. Together, APD and PricingCenter create a modern, no-code product and pricing factory that dramatically accelerates speed-to-market while improving pricing sophistication and operational efficiency.

Zensar POV: The insurers that will lead the next decade are not necessarily those with the largest actuarial teams or IT budgets. They will be the insurers that can continuously design, optimize, test, and deploy new products and pricing strategies in near real-time. PricingCenter, combined with APD and the Guidewire Cloud ecosystem, provides the foundation for that future.

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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145+ leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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