Providing online quotes rapidly and accurately is a necessity in today’s digital insurance world. Reaching customers where they live—on the web and on mobile devices—is where all P&C insurers need to be. The real challenge is doing this in a way that delivers current products and up-to-date rates across all channels quickly, consistently, and without duplication.

Today’s P&C insurers are increasingly determined to meet the needs of a new generation of consumers and business owners who want to buy, renew, and compare policy options from anywhere, at any time.

**Guidewire Digital Portals**

Guidewire Digital Portals™ provide real-time, transactional, digital self-service for the people you serve. The portals expose business rules and product models that are already defined in your Guidewire core system through digital channels that improve the customer experience and lower the cost of portal maintenance. Leverage your Guidewire investment to reach millennials, next-generation business owners, and your important business partners through self-service portals that are consistent with the way you do business.

**Quote and Buy Portal for Policyholders**

Guidewire Quote and Buy Portal™ for Policyholders enables insurers to grow revenue and reach a broader audience anywhere, at any time, from any device.

Policyholders and prospective new customers can do the following:

- Obtain quotes and buy policies online
- Compare multiple quotes side-by-side

**KEY BENEFITS**

- Reach and retain a broader audience with Quote & Buy digital service from anywhere, at any time, and on any device
- Improve speed to market for product changes and new product launches
- Improve up-sell opportunities by providing multiple product options to compare
- Keep your customer channels aligned with your current rates and underwriting rules
• For business owners, get product guidance on available business owners policies
• Save applications to continue at a later time
• Get answers to common questions from a helpful FAQ page

Develop your Quote and Buy portals faster and easier with Guidewire:
• Reflect your own branding
• Enforce consistent underwriting rules and defined workflows
• Support an omnichannel digital strategy

Bring the Power of Guidewire to Your Customers
Keeping all channels operating from one source of information ensures a consistent customer experience across all digital and traditional communication channels. A single source of truth is at the heart of the Guidewire portal approach, ensuring consistency across channels while still allowing customization.

Increase New Business and Customer Retention
Today's insurers recognize that, in order to win new business and retain customers, they must enable real-time quoting and buying based on current products and rates. By leveraging Guidewire core systems and Digital Portals, you can deliver exactly that—seamless, real-time quote and buying experiences that reflect your brand.

Keep Traditional and Digital Channels Aligned
There is nothing more frustrating for consumers and business owners than getting rates from an insurer’s website that are different from the rates given by the insurer’s call center or agent. Keeping all channels in sync from one single source of information is the only way to ensure a sustainable level of consistency and customer service.

Improve Time-to-Market for New Products
By reusing the data capture, business, and product rules and orchestrations already defined in an insurer’s Guidewire core system, new products are introduced in a once-and-done fashion, significantly improving the time-to-market for new products.

Lower Total Cost of Ownership
Using Guidewire Digital Portals to extend rather than replicate Guidewire core system capabilities creates the optimal strategy for doing business with consumers in a more cost-effective way. Why? Simply because it’s less work to extend and reuse your Guidewire core system than to duplicate code. Furthermore, access to frequent Digital Portals product releases enables insurers to tap into a stream of innovations and provide compatibility with future releases of the Guidewire core systems.
About Guidewire

Guidewire delivers the software that Property and Casualty (P&C) insurers need to adapt and succeed in a time of rapid industry change. We combine three elements – core operations, data and analytics, and digital engagement – into a technology platform that enhances insurers' ability to engage and empower their customers and employees. More than 260 P&C insurers around the world have selected Guidewire. For more information, please visit www.guidewire.com and follow us on twitter: @Guidewire_PandC.

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