

Insurance **POST**

Guidewire unveils product innovation platform



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Guidewire's latest platform, Advanced Product Designer, is expected to design and deliver insurance products faster, a conference heard.

Addressing delegates at Guidewire Connections in Washington, [Mike Rosenbaum](#), Guidewire CEO said: "This is a product innovation that came from our professional services organisation. It came from the hard work associated with describing and defining new products on top of Policycenter. It came from the process of white boarding what we want that new product to do, what are all the capabilities and business requirements associated with it, and then writing all those things down on a piece of paper and handing it off to the implementation team to instantiate that new product on Policycenter.

He continued: "The services team said, 'Wait, I think there could be a better way. Why don't we structure a digital user interface that enables a business user to define all the characteristics of that insurance product? And set all the settings, data, and interactions that they need in a structured way such that we can automatically capture that metadata, and then automatically instantiate and create all the characteristics, metadata, components, data elements inside Policycenter necessary to

instantiate that product. This will dramatically increase the speed around which you can introduce new products, and you can experiment, learn, and grow.'

"But this is really exciting because this idea came from our field. We actually have customers that are already using it. They're already experiencing the benefits associated with it."

Transition

Rosenbaum also expressed his excitement about his new role at Guidewire. He said: "The challenges associated with leading this company and delivering this vision to all of you and helping ensure your success in this time of accelerating change is something that I am incredibly excited about."

Speaking to *Post* about the transition from his previous role as executive vice president at Salesforce, Rosenbaum said: "I had a great conversation with Peter Gassner, former chairman of the board and he and I have known each other for a long time because he was a partner of Salesforce in the early days. Meeting the board members and the other members of the team here. It just started to feel like a place where I would really feel at home in terms of the culture and the people, and so far that's been more than five years now. It's exceeded my expectations. Just as a really great group of people that have a really, I don't know friendly, but intense focus on doing something very specific and very hard, all of which just resonate with my personality."

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