

### Benefits

- Reduce time-to-market from months to weeks
- Eliminate technical bottlenecks
- Empower business users
- Unify product development lifecycle

### Features

- Visual mind mapping tool
- Automatic code generation
- Single source of truth for product metadata
- Serve multiple jurisdictions, coverages, and sales channels

# Advanced Product Designer

## Accelerate insurance product creation and go-to-market

Advanced Product Designer (APD) is a business-friendly tool that empowers insurers to rapidly design and deploy new insurance products for Guidewire PolicyCenter. By automating the technical aspects of product creation through visual design tools, APD bridges the gap between business and IT teams, enabling insurers to go to market in weeks instead of months. The solution provides a complete product development environment that supports the entire creation process from conceptualization to deployment.

### Today's Insurance Marketplace Demands Rapid Innovation

In today's digital marketplace, Property & Casualty insurers face mounting pressure to create and launch more products in less time than ever before. Customers expect personalized offerings, self-service options, access through diverse channels, and engaging experiences that evolve with their needs.

Traditional insurance product design is a complicated process that involves two distinct skill sets—business teams with market expertise to design the right product for customers, and technical teams with the knowledge to implement those products in core systems. This back-and-forth between teams creates bottlenecks, delaying development for months or years and slowing responses to market changes.

**“With this tool, IT is no longer the bottleneck. Advanced Product Designer helps us create a mind map where we design the policy, the individual coverage, excesses, deductible, limits, and all of the other product features. Then we import the product to PolicyCenter to finalize and fine-tune. We can manage, in a very simple way the complexity of products.”**

—Vittorio Giusti  
Chief Operating Officer, Aviva Italy

## Accelerate Product Development

Advanced Product Designer transforms product creation by providing low-code visualization tools that bridge the gap between business and technical teams. Business users start by creating a visual mind map that outlines the complete product structure using tags that correspond to PolicyCenter elements. This approach gives business users a tool to design products while ensuring technical feasibility.

The solution shortens implementation times through prepackaged line-of-business product model content from both Guidewire and partners. Users can leverage an expanding library of global content, eliminating the need to build every element from scratch. This content library serves as a foundation that can be customized to meet specific business requirements.

APD’s automatic code generation capability jumpstarts downstream capabilities by supplying digital and data services upon product deployment. Once the product is designed, the system automatically creates all the technical elements needed to support it across all channels and touchpoints.

## Personalize Insurance Products

Advanced Product Designer enables insurers to respond rapidly to changing market conditions by making it easy to update existing products. When regulatory requirements change, opportunities in new jurisdictions open, or product enhancements are needed, business users can quickly create and deploy updated versions with minimal technical involvement.

The solution supports creating tailored products that match customer needs across different brands, channels, and partners. This flexibility allows insurers to serve multiple market segments with custom offerings, all from a unified product foundation. Business users can easily clone existing products and modify them for different markets or distribution channels.

APD empowers insurers to create and manage new products efficiently with instant deployment capabilities that eliminate downtime. Updates can be rolled out seamlessly without disrupting existing operations, allowing for continuous product improvement without risk to in-force policies or active sales processes.

**“Advanced Product Designer allowed us to model the automotive product, its coverages, risk objects, and limits. These all could be inputted directly by the product specialists through a graphical interface. This allowed us to greatly reduce design and development times, and also allowed the business specialists to have a better understanding of our products.”**

—Pablo Saro  
former Chief Technology Officer,  
San Cristóbal Seguros.

## Enhance Your Experience

Advanced Product Designer establishes a single source of truth for the product model, ensuring consistency across all systems and touchpoints. This centralized approach eliminates discrepancies in how products are defined across systems, providing a unified reference point for all product-related activities.

The solution leverages downstream cloud services through automatically generated Cloud APIs, App Events, and Metadata. This means digital experiences, submission intake processes, and other Guidewire applications can seamlessly access current product information without manual synchronization or custom integration work.

APD extends beyond the Guidewire ecosystem by providing API access for non-Guidewire applications. Digital front-ends and third-party systems can directly integrate with product data, ensuring consistent information across the insurance lifecycle.

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and machine learning to deliver our platform as a cloud service. More than 500 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at [info@guidewire.com](mailto:info@guidewire.com).