

CEO BRIEFING

How to have better control over your Insurance Products

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The Hidden Factor that Defines Your Agility and Growth

When most insurers talk about modernizing their core systems, they talk about *configuration* — the ability to adjust parameters, change rates, or enable new options. But here's the truth: configuration does not mean 'control'. It's rather, permission to tweak within the limits someone else defined for you.

At Silvermoon, we've learned that the real power comes from something deeper — **building and managing** your products, not just configuring them.



In insurance, we've spent decades talking about *configuration*. Configuring systems. Configuring products. Configuring rules.

But here's the truth: Configuration isn't where your control lies.



Launch | Update Insurance Products - On Your Terms -

Configuration is setting up what the system already knows how to do.

Management is shaping what *your business* needs to do next.

That's why, at **Silvermoon**, we're helping insurers move from *configuring* products to *building and managing* them.

When you *configure*, your system limits what is possible. When you *manage*, your business defines what's next.

Insurers can indeed take back control of their products — without code, without IT bottlenecks.

With our Product Modeling Tool (PMT), you can design, version, and deploy product definitions *as data*, not as development projects.

- Need a new coverage? **Add it.**
- Need a regional variation? **Version it.**
- Need to adjust rates or rules? **Publish instantly.**

No code rewrites. No system downtime. Just business moving at business speed.

Think about a **farm mutual** adding “irrigation systems” as a new coverage. In a legacy setup, that's a full project: analysis, development, testing, release. With PMT, it's simply *managed* — defined, approved, and deployed.

That's the difference between *configuration* and *management*. One locks you in. The other sets you free.

Configuration versus Management

Configuration: Tweaking within Boundaries

In most legacy systems, *product configuration* means selecting from predefined options.

Configuration is like coloring inside the lines. The structure — the shape of the product — was decided long before you got there.

It gives you flexibility, but only within the frame the software vendor imagined.

This is why many insurers still find themselves **constrained by their systems**, even after investing in so-called “modern” platforms.

RESTRICTED AREA

1. Choose between Option A, B, or C
2. Adjust parameters within developer-defined limits
3. Modify rating factors, if the system allows it

Management: You Define the Product without Boundaries

Now imagine if your team could **define your products freely**, as data — not as code.



Imagine describing your insurance product in a clear business language — what the coverages are, what the limits and benefits are, and how they behave — and having that definition directly drive your systems.

That is **product management** in the true sense of the word. It's not tweaking parameters; it's *owning* the entire product logic and lifecycle — from concept to production. Our **Product Modeling Tool (PMT)** gives insurers this freedom.

It uses a formal yet visual language — a **syntax** designed for insurance — that lets you model products without being bound by what the developer thought of in advance. You can express your product exactly as you imagine it, and export it to your policy administration system (like **LUNOS**) for immediate testing and deployment!

Why it Matters

The difference between *configuration* and *management* isn't technical — it's strategic.

Configuration keeps your business reactive. You adjust when something changes.

Management puts you in command. You define, deploy, and evolve products at your own speed — without waiting for IT or external vendors.

That means:

- **Faster market response** — when regulation or opportunity changes, your teams can act.
- **Lower operational cost** — fewer dependencies, fewer delays, fewer code releases.
- **Total governance** — every product version is tracked, auditable, and fully traceable.

Real innovation — because your creativity is no longer constrained by the system's imagination.

Configuration Limits Agility

Choose only from what's allowed



Management Builds It

Define what you imagine



Simpler | Smarter | Faster

A Language for Insurers, Not for IT Developers

Our Product Modeling Tool (PMT) introduces something unique: a **formal product modeling language** purpose-built for insurance.

It's graphical, standardized, and easily understood across business and IT. Instead of coding your product logic, your teams *model* it — visually, collaboratively, and transparently.

With this approach, insurers gain a shared, living blueprint of every product — one that evolves with the business and eliminates the chaos of spreadsheets, documents, and disconnected systems.



From IT Dependency to Business Ownership

Most insurers don't struggle with a lack of ideas — they struggle with **execution bottlenecks**.

Every time a new product idea emerges, it gets trapped in the IT queue or requires external development work.

By shifting product definitions from code to data, PMT hands control back to the business.

As one of our clients said:

“ Silvermoon promotes a ‘Product First’ rather than ‘System First’ approach — a game-changer for our team. ”

The Bottom Line

In modern insurance, the line between *configuration* and *management* defines how fast, flexible, and future-ready your organization can be.

Product Management through Product Modeling turns your product portfolio into a true strategic asset — governed, reusable, and ready for innovation.

Because when you *manage your products*, not just *configure them* — **you control your destiny.**

Contact



For feedback, partnerships, or further information, please feel free to contact us at

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