



MAPPRO7

Desktop Tool for Competitive Analysis

MapPro7 delivers answers to key business questions and represents the industry's only all-in-one comprehensive analysis solution.

Overview

Available in all 50 states including D.C., MapPro7 is location-driven, with an available 20,000 current and historical rate-set library—the largest in the nation. In the auto, home and casualty industries, MapPro7 gives actuaries, analysts, and product teams a deeper and wider ranging insight to make knowledgeable decisions.

Built on a solid foundation of underlying data, our desktop application is the result of our hard work at researching, analyzing, programming and testing thousands of carrier sets. MapPro 7 will help you perform in-depth pricing analysis and enable you to make informed decisions supported by the most complete and accurate information available.

With MapPro7, users analyze their competitive position, design more competitive rates, build custom

templates to produce volumes of competitive data in less time, and so much more.



Key Components

1

Quote Conversion

Import PIF data from any source (book of business, policy admin system, agency application). We build

2

QRTs

Hyper-linked Excel files containing all rating information for a carrier's market. Includes rating factors, tables & equations.

3

Rate Activity Database

Browse the industry's most robust database including historic rating changes and updates for thousands of programs.

4

Historical Data

Analyze competitors' reactions to past market events, evaluate retention studies, & build trending reports to predict future rate changes.

5

Market Builder

Add new markets, variables, base rate and relativity factors to compare a proposed filing against current rates.

Usage Cases

1

Marketing Support

Analyze data by location and risk demographics, and filter by census data according to campaign targets.

2

Profitability Analysis

Ensure policy pricing is attractive enough to draw target risk segment while preventing negative loss to premium ratio.

3

Actuarial

Utilize additional data (census figures, demographic data, market share, premium volume, etc.) alongside competitive pricing and position.

4

Pricing Support

Multi-variate reporting is ideal for analyzing competitiveness. Use our pricing support in the early stages of rate adjustment to ensure competitiveness.

Accuracy

We know that in order for our products to be useful they need to be as accurate and up-to-date as possible. That's why we have fine-tuned a rigorous QA process to ensure rate accuracy.



data from public filings



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