

PRESS RELEASE

msg presents first-ever integrated product management system for insurance companies based on SAP HANA®

msg.PM enabled for SAP HANA®: product management solution for insurance companies integrates in-memory technology

Munich, October 16, 2014. IT service provider and industry specialist, msg, has expanded its established msg.PM product management system, now offering it based on SAP HANA® technology as well. This makes *msg.PM enabled for HANA* the first product management solution for insurers that is based on the in-memory technology of SAP HANA® and uses their platform technology.

The flexible product management system msg.PM on which the new solution is based is a comprehensive and high-performance software that efficiently supports insurance companies by mapping the entire product cycle - from drafting to testing, not to mention operational use - and enables the management of all product-relevant data. In addition, all of the insurance mathematics, including rules, calculations and technical or business changes, can be processed in msg.PM. msg.PM is used by more than 40 customers around the world.

The integration of SAP HANA® offers users numerous advantages: in contrast to traditional solutions, only one database is required, which reduces the overall operating costs. Furthermore, the new system enables faster access to required data, allowing insurance companies to significantly enhance their efficiency. Possible areas of use for the new solution include comprehensive and complex systems, such as complex product structures and rating in life or auto insurance. This cross-line of business system can be used by any type of insurance company.

The new technology supported by msg.PM through the integration of the SAP HANA® platform is now available for purchase. Customers who already use msg.PM and would like to work with SAP HANA® in the future can easily switch to the new solution, since the system is seamlessly integrated, enabling direct access.

"With this new feature we are able to present an innovative solution, not previously available on the market, one that can significantly accelerate and optimize all processes used in the insurance industry," explains Frank Plechinger, member of the Board of Directors at msg systems ag. "Not only does it emphasize our competence and innovativeness as a strategic SAP partner, but also as an industry specialist and solution provider for the insurance industry, especially given the digital transformation insurance companies are currently undergoing."

msg

msg is an independent, international group of companies with more than 4,500 employees around the world. The company offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, public sector, telecommunications & media, travel & logistics as well as utilities and has acquired an excellent reputation as an industry specialist during its more than 30 years in business.

Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds seventh place in the ranking of IT consulting and system integration companies in Germany.

Please feel free to contact us at any time for additional information:

msg systems ag, Susanne Koerber-Wilhelm, Robert-Bürkle-Str. 1, 85737 Ismaning/München
Tel. +49 89/ 961 01 1538, Fax +49 89/ 961 01 1113,
E-Mail: susanne.koerber-wilhelm@msg-systems.com

rheinfaktor – Agentur für Kommunikation GmbH, Birgit Steinbock, Zollstockgürtel 57, 50969 Köln
Tel. +49 221/ 880 46 150, Fax +49 221/ 880 46 200, E-Mail: steinbock@rheinfaktor.de

Images and other press-related releases are available at www.msg-systems.com and at www.rheinfaktor.de in the press section under "msg".

Reprint free of charge. Sample copies on request.