



## VILAVI: Multichannel Pricing System

“ACTICO Decision Management Platform brought us more performance, it allowed us to establish a collaborative working mode with business experts and to centralize the definition of rules in a single application.”

**Success Story**

**actico**

## Success Story

# VILAVI: Multichannel Pricing System



### Objective

In-house solution had performance issues and high maintenance costs. The new global pricing system shall VILAVI apply its pricing policy quickly in all distribution channels.



### Implementation

Automation of pricing process and multi-channel requirements process via the ACTICO Business Rules Engine. Seamless integration through a uniform, high-performance platform with an open architecture.



### Results

- Strengthened competitive position due to a rapid time to market
- Improved collaboration between business and IT through a single uniform platform
- Reduced maintenance cost
- Full scalability, high performance and availability
- Ease of use for business and IT users alike
- High transparency and full traceability

With 400 agencies and more than 560,000 customers, VILAVI is a leading independent insurance broker in France, with five subsidiaries specialized in insurance, and five specialized in consumer and real estate loans. Established in 1975 and located in Noisy-le-Sec, near Paris, the company offers motor vehicle, home and health insurance, as well as mortgage refinancing services. In 2014, VILAVI started its search for a new global pricing system to respond to digitization, increased market demands and competition.

### The Situation: Performance Issues and High Maintenance Costs

When VILAVI and ACTICO met, the insurance broker had been using an in-house pricing system for 10 years. The application was essentially a platform that used simple expressions to implement corporate pricing policies. This method of expressing business rules created a cumbersome system with high maintenance costs. Integrating it with other applications was very difficult and the system was plagued by performance, scalability and reliability problems. Solving these problems became a top priority when VILAVI was confronted with a number of challenges: its new distribution channels were increasingly digitized, it faced a rapidly changing competitive environment marked by price transparency and policies that had to be flexible enough to adapt to a range of factors. Consequently, VILAVI executives decided to look for a new rules-based pricing system.



**“What impressed us most was the ease of use and the high performance of ACTICO Decision Management Platform.”**

**Mr. Rathson IN, Head of Software and Engineering Services at VILAVI**

### Pricing process and multichannel requirements

A look at the high-level pricing process at VILAVI makes it easier to understand the company's business requirements for its pricing system. This process is typically business driven, meaning that it is the responsibility of the marketing department, which continuously monitors the insurance market. Once a week, the company's marketing professionals compare their product prices with those of their competitors. When specific criteria are met, they adjust the company's own pricing policies.

The pricing policy can vary depending on the distribution channel a customer uses. Currently, customers can use three major distribution channels: local agencies, the group's websites or a referring partner website. In the price-sensitive insurance industry, agility and a rapid time to market for changes are critical to success. That's why the future pricing system has to support this entire business process with all its variables and be easy to use even for non-it staff like marketing professionals or business analysts.

### Rules-based Multichannel Pricing System

The global pricing process uses rules-based models to map and automate pricing across the distribution channels. For this reason, VILAVI relies on the business rules management technology as a basis for the future pricing system. When the IT and business staff started their search for a business rules technology, they initially focused on some key IT requirements.

**First** of all, the system had to be stable, scalable and fast with high-performance execution capabilities. This was required to support rapid company growth.

**Second**, the technology had to have a state-of-the-art architecture. In other words, the architecture had to be open to other systems. This was important, because a number of critical applications communicate with the global pricing system. Seamless integration was required to ensure that price changes could be implemented quickly to the website and external partner applications. But the analytical systems also had to be integrated to close the loop of policy modeling, implementing, execution, data analysis and pricing policy optimization.

**Third**, the new pricing system had to be an integrated solution supporting a uniform pricing workflow, including all of the necessary modeling, execution and monitoring tasks, while at the same time offering full traceability and auditability to satisfy the new Solvency II legal requirements. A single common toolset was needed to ensure process consistency and improve collaboration between business and IT staff.

**Fourth**, and finally, the technology had to be user-friendly. It had to offer a graphical approach that was easy and transparent to enable business users to maintain their pricing models themselves without any programming skills. Usability and user acceptance are crucial factors for IT systems, especially when users spend a lot of time with tools.



## Ease of use and high performance – ACTICO Stands Out

VILAVI employees were evaluating business rules management systems (BRMS) from all of the major commercial and open-source vendors and decided in favor of ACTICO Decision Management Platform.

“What impressed us most was the ease of use and the high performance of ACTICO Decision Management Platform,” says Rathson IN, Head of Software and Engineering Services at VILAVI in charge of the global pricing system. With ACTICO Decision Management Platform at its core, the global pricing system went live in January 2016 and has not been taken offline once as of the publication date of this story in January 2025, setting internal company record at VILAVI. Even during spikes in activity, execution is stable and reliable.

With more than thousands implemented rules, the most complicated pricing situation takes about 60 to 150 milliseconds, a fivefold reduction compared to the previous application. Besides meeting the technical requirements, VILAVI was impressed by the system’s intuitive modeling capabilities: “It’s a pleasure to model” describes Rathson IN who emphasized the high level of user acceptance. From the beginning, marketing specialists were in charge of maintaining pricing models in the form of flow rules and decision tables. Due to the criticality of the project, VILAVI formed a new team of marketing and IT professionals dedicated to maintaining and improving the pricing process based on ACTICO’s business rules management system.

Rathson IN is convinced of the ACTICO Decision Management Platform: „We use the platform for our numerous applications in business rules, pricing, credit solutions, and dynamic forms. We have also succeeded in centralizing all the rules in ACTICO Decision Management Platform instead of maintaining them in different business applications. Additionally, we have set up a collaborative way of working with business experts.”



Centralizing all the rules in ACTICO Decision Management Platform.



Using the platform for our numerous applications.



Collaborative way of working.

# VILAVI

VILAVI Group (1,400 employees) is the French leading brokerage network with more than 300 agencies serving more than 545.000 customers. With more than 40 years of experience, it supports the clients in the search for their insurance products and credit solutions. It offers insurance services in the fields of automobile, motorcycle, home and health as well as services in the fields of house mortgage renegotiation. VILAVI was founded in 1975 and has grown to become one of the biggest insurance brokers in France.



ACTICO empowers companies worldwide to significantly increase their efficiency – always in line with regulatory requirements. With ACTICO Advanced Decision Automation Technology, powering scalable, AI-supported software and SaaS solutions for Regulatory Compliance and Credit Risk Management, the company creates significant added value for its customers – primarily financial service providers.

With the experience and expertise of over 25 years of successful business activities, ACTICO shapes long-lasting global customer relationships and partnerships with renowned financial, industrial and technology companies around the world. The company combines high-performance, cutting-edge technology with exceptional customer focus and operational agility.

ACTICO GmbH is part of the ACTICO Group, which brings together specialised providers of digital solutions for the financial services sector under one roof. With four companies in six locations and 230+ employees, the Group serves over 300 of the world's leading financial companies.

## Europe

ACTICO GmbH  
Friedrichshafen Germany

## Americas

ACTICO Corp.  
Chicago, USA

## Asia & Pacific

ACTICO Pte. Ltd.  
Singapore