

Magnum Pure

The future of underwriting starts now, with the most innovative Automated Underwriting Platform

Designed for underwriters by underwriters, Magnum Pure will transform your operations, leading to more sales, increased efficiency, and a better control and understanding of your process.

Magnum Pure is a strong yet flexible platform with scalability built in its DNA, enabling for broader and faster digital transformation. It stands apart thanks to its superior features and capabilities as well as the unique way our team of experts work alongside you to transform your underwriting journey.

Better and faster decisions

Achieve a leaner underwriting journey with fewer application questions and forms. Magnum will help you set up jargon-free and easy to use interactive forms, that will improve your underwriting capacity and improve your customers experience.

The true power of data

Access vital health and other external data sources for a more accurate risk assessment. Magnum is pre-packaged with external data providers to be used at any stage of the underwriting process. Magnum Analytics is our state-of-the-art analytics and reporting tool. Leveraging Tableau, it provides pre-set reports and the ability to build your own reports and dashboards for deeper analysis.

You are in control

Determine the suitable balance between automation and risk management in line with your risk appetite and product pricing. Ensure your customers provide the most relevant disclosures at point of sale by having your application questions optimised with our behavioural economics techniques

Powered by Life Guide's

The included Magnum Core Rules extensive library is based on Swiss Re's Life Guide, **rated #1** in the NMG report by insurers four years running. Core rules encapsulate the expertise of our underwriters, doctors and actuaries who monitor the latest medical, regulatory and technical developments in your markets.

Magnum recognized as a leader by The Forrester Wave™ Q2-2021 among the top automated underwriting engines.

Artificial Intelligence for concrete results

Our machine learning models accelerate and improve your underwriting decision-making process and ensure your customers get the cover they need. You can leverage our cross- and up-selling models at the point of sale when the customer is ready to buy, or detect anomalies in the customer's answers which may be untapped opportunities or potential fraud. A multitude of models are ready for your use to optimise your underwriting process.

The future of automated underwriting

For decades, Magnum has been defining the future of underwriting and keeps pushing the boundaries of what automated underwriting could be. By integrating new and disruptive technologies to our unrivalled underwriting leadership, we provide our customers with the most innovative automated underwriting solution. Magnum will be the leading force of your digital transformation and help you keep up with the latest distribution trends such as D2C and mobile channels.

Contact us and see how Magnum Pure can transform your underwriting. Now.

With Magnum Pure



Take full advantage of existing and new data sets to optimise decisions



Simplify and fast-track the customer journey while maintaining your underwriting standards



Improve efficiency using digital underwriting technology



Innovate while remaining compliant with fast changing, fragmented regulation



Magnum Control Centre allows you to own your underwriting rules