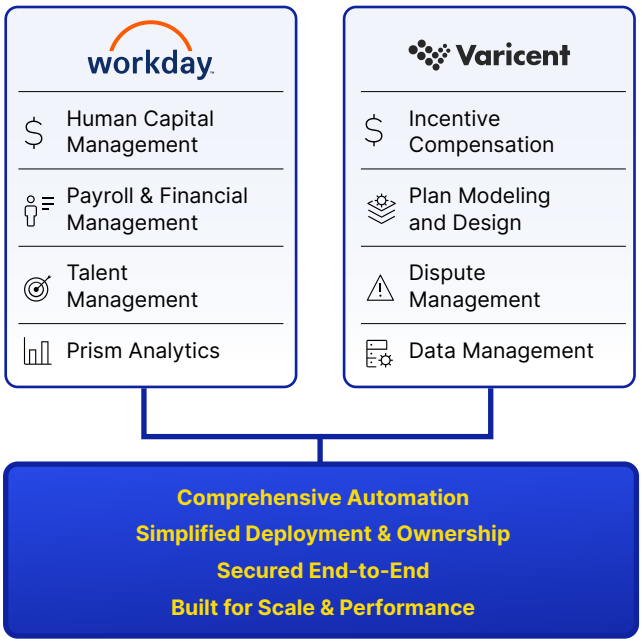
Joint Solution Overview | Insurance

Direct producer incentives to profitable growth

A joint solution for insurance carriers, intermediaries, and agency networks running on Workday.

Insurance is a distribution business. Premium growth depends on producer behavior, including what they sell, which customers they retain, and how they are compensated. Yet most compensation systems fail at the source: producers don't understand the incentive logic, so they optimize for volume, not product mix and persistency. Workday and Varicent close that gap by unifying workforce, supplier, and financial data, then embedding a producer compensation engine that lets you design incentives producers understand and calibrate them to drive profitable growth.



When producers, incentives, and strategy fall out of sync, premium suffers

- Incentives misaligned to profitable growth: Incentives that don't clearly reward product mix and persistency drive volume without protecting lifetime value.
- Producers optimize for the wrong behaviors: Limited visibility into how incentives drive behavior makes it harder to predict premium growth and manage commission expense.
- Manual processes create operational drag and audit risk: Compensation, renewals, trails, chargebacks across captive/independent channels in disconnected systems = errors, disputes, compliance exposure.
- Forecasting becomes unpredictable: You can't model how incentive changes shift producer behavior, so ASC 944 and IFRS 17 compliance is reactive, not strategic.

Connect distribution strategy, producer behavior, and outcomes in one system

Workday provides the system of record for people and money, including agent rosters, supplier records, financial targets, and commission accounting. Varicent extends this foundation with sales performance and producer compensation capabilities embedded into Workday workflows.

Together, they enable insurers to design and manage channels, territories, quotas, and incentive plans using real-time producer and financial data; align incentives to product launches, channel priorities, and regulatory requirements; and govern compensation across captive payroll, 1099 disbursements, renewals, chargebacks, and DAC accounting with full transparency and auditability.

Proven in complex, high-scale environments

50%	8%	8 weeks	300K+
Faster payout processing	Revenue growth achieved	Plan rollout time	Transactions processed monthly

Anchored by CNA Insurance (50% reduction in incentive payout processing time). Other figures are aggregate results reported by Varicent customers across industries; pattern applicable to insurance distribution. Individual results may vary.

Turn connection into competitive advantage

The result is a force multiplier for insurance distribution. Carriers gain the agility to respond to market change, the predictability to manage commission expense and DAC, and the control to align producer behavior with strategy and regulatory requirement.



Together, Workday and Varicent Deliver

A closed-loop system from strategy to execution

Connect workforce, supplier, and financial planning to producer compensation in a single flow, so every channel, product, and incentive change reflects consistently across plans, payouts, and accounting.

Built to handle insurance complexity at scale

Support multi-channel distribution, multi-product crediting, trails and renewals, chargebacks, multi-currency operations, and jurisdictional regulatory variation without adding operational overhead.

Governed by design, ready for regulatory scrutiny

Maintain full transparency, auditability, and effective-dated control across producer comp — supporting ASC 944, IFRS 17, NAIC market conduct, internal audit, SOX, and pay transparency requirements.

One foundation for producers, incentives, and premium

Unify Workday's system of record for the W-2 captive workforce and 1099 supplier producer base with Varicent's producer compensation engine.

Drive outcomes that move your business forward

Respond faster to product and market change

Model and execute new product launches, channel realignments, and competitive comp adjustments quickly using connected producer and financial data.

Improve premium and commission expense predictability

Increase forecasting accuracy under ASC 944 and IFRS 17 by aligning producer incentives, DAC accounting, and persistence targets in one governed system.

Direct producer behavior to profitable growth

Align incentive design to target product mix, persistence, and channel economics — not just volume — with effort focused on the highest lifetime-value books.

Reduce commission operations effort

Automate complex multi-period producer compensation processes and inquiry resolution with AI-supported workflows that keep commission ops in control of every decision.

Turn strategy into action, and action into same-store growth

Transform how your distribution organization plans, executes, and optimizes producer compensation with a more connected, intelligent approach. Built on the Workday foundation you already trust.

Speak to an Expert