



msg.process:it

Process automation

with Agentic AI

Efficiency reimagined – with AI for the insurance industry

Insurers are under increasing pressure: rising costs, higher customer expectations and a shortage of skilled workers require new solutions. msg.process:it uses the latest developments in Agentic AI to automate business processes end-to-end – quickly, intelligently and reliably.

Complete end-to-end automation

msg.process:it is an AI agent that independently controls insurance processes from customer communication to execution. The solution automatically recognises what needs to be done, compares information with system and interface requirements, obtains missing data from structured and unstructured sources, and executes processes efficiently. The result:

- Relief for internal resources
- Reduction in operating costs
- Higher speed
- Improved customer satisfaction

Seamless integration into core processes

As a leading provider of industry software, we are familiar with the processes and interfaces of the insurance industry. msg.process:it can be integrated directly into the existing IT landscape and uses domain-specific knowledge to analyse incoming customer enquiries in real time, identify business transactions and complete processes automatically – including queries in the event of missing data.

In an extended configuration, msg.process:it can also initiate follow-up processes independently.

Operational excellence through semantic process automation

AI-based automation reduces the workload for employees across all skill levels and frees up time for value-adding activities, such as developing new products or providing personal customer advice.

Improved customer experience

msg.process:it is available around the clock and ensures fast, accurate responses to customer enquiries. This increases service quality and strengthens customer loyalty.

State-of-the-art technology

msg.process:it is based on Agentic AI with access to MCP (Model Context Protocol) servers.

- **MCP** provides structured context
- **Function Calling** connects agents with our inventory and peripheral systems
- **A2A protocols** coordinate the collaboration of multiple agent roles
- **Audit trail logs**
- **Pulumi Framework** for cloud-agnostic integration

This architecture enables highly scalable, transparent and traceable automation.

Control possible at any time

In the case of regulatory requirements or complex cases, the AI agent can transfer the process for manual review. Case workers receive complete documentation of all AI steps and make the final decision on this basis.

Regulatory security

msg.process:it meets all requirements of the AI Act as well as applicable standards for transparency, traceability and explainability. The procedures used are subject to continuous quality assurance.

Ready for use – as SaaS

msg.process:it is provided as a ready-to-use service from German data centres. The solution runs on an AWS platform that meets all regulatory requirements relating to DORA as well as data protection and security standards.

Pay-per-use ensures full cost transparency and maximum flexibility.

Pre-built integration & continuous development

msg.process:it is prepared for integration into msg solutions and interfaces, but can also be quickly integrated into existing IT systems. The application is continuously being developed – both in terms of the tools used and the range of functions.