

November 2010

List of New  
FLMIs &  
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# Resource



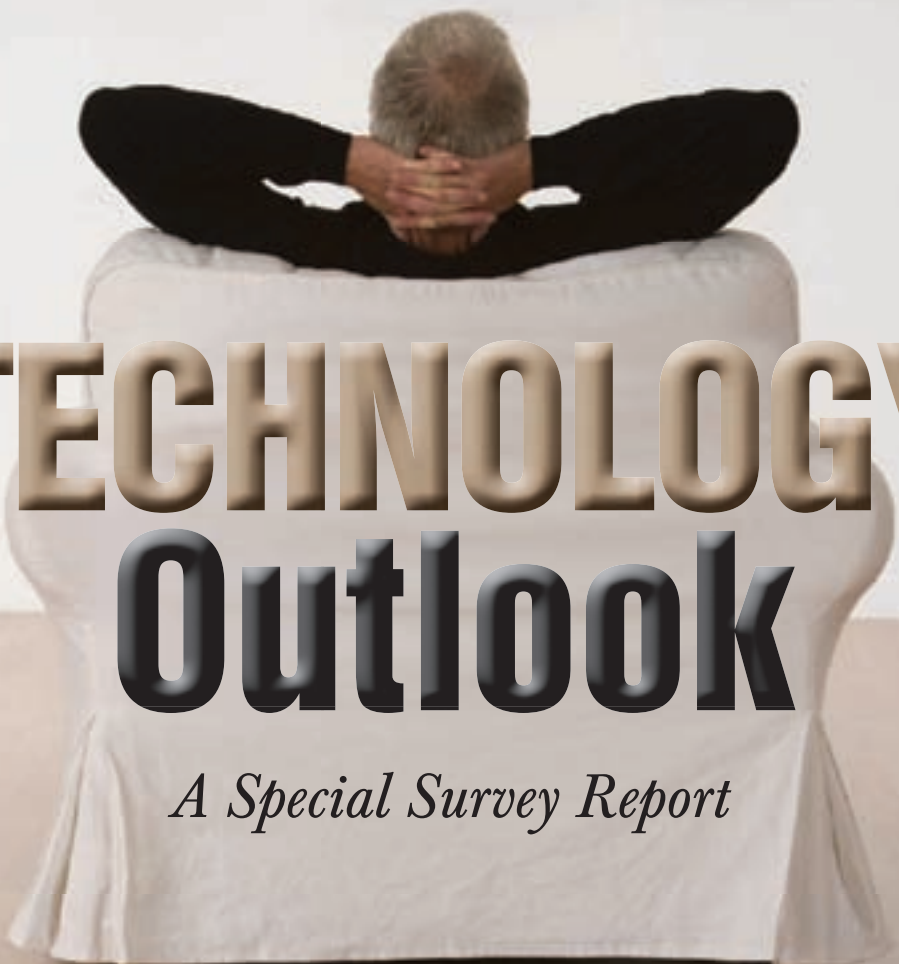
*Business Drivers*



*Tech Spending*



*IT Initiatives*



# TECHNOLOGY Outlook

*A Special Survey Report*

## Design Considerations in Building a Multi-line Single Platform *for Electronic Fulfillment*

By Larry Wiedeman, CEO, Insurance Technologies

It is interesting that over the last two decades we have all become impatient software connoisseurs of sorts. There was a time when any software application that automated something was a good thing regardless of the number of CTRL-ALT gyrations our fingers were subjected to. We were happy to learn multiple systems that did essentially the same thing. Fast forward to our high speed world today where we refuse to use software that is not on a single platform and elegantly designed.

Nowhere is that more true than in the financial service markets. Agents, financial representatives and producers (all of whom I will collectively refer to as advisors) have high expectations with regards to the ease of use of the software provided to them by their insurance manufacturers. One of the most important characteristics in defining how easy it is to do business with a particular insurer is the quality of the software they provide to their distribution channels. Quality software platforms drive sales, inadequate software turns away sales. Few things are more damaging to a carrier than a confused or alienated distribution channel.

Clearly the user experience and point of reference a software application takes is vital to its adoption and perceived ease of use. When designing electronic fulfillment applications (i.e. a fancy way of saying e-app) the point of reference the designers take is key. An insurance application is, after all, a collection of forms. Most advisors sell multiple lines of business so learning how to use a single platform where all application forms can be accessed is desirable.

The whole point of electronic fulfillment is to get correct and complete information onto one or more forms and to easily and quickly submit that package electronically to the carrier. An approach that centers around the actual form creates a reference point for the advisor that increases adoption and ultimately completion of an in good order application. Using the form as the format around which the advisor works brings both familiarity to the process and a sense of progress as the application is completed.

The other key to building a generalized electronic fulfillment application is designing a powerful rules engine. Rules define acceptable data entry and also queue up additional forms that may be needed to comprise a completed application. If done correctly you end up with a generalized approach to managing any type of form and its corresponding rules.

What is especially powerful about this approach is that because it is centered around the actual carrier's forms, the result is a product agnostic electronic forms repository that can process in good order applications adeptly across any line of business on a single platform.

In summary, a one stop electronic fulfillment platform for all lines of business, a powerful rules engine, and a strong point of reference using carrier forms is a game changer ready to speed sales across diverse distribution channels.

If you would like to learn more, visit us online at [www.insurancetechnologies.com](http://www.insurancetechnologies.com) or contact Travis Champion at [tchampion@insurancetechnologies.com](mailto:tchampion@insurancetechnologies.com). Move forward with FireLight™.



# move Forward with FireLight™



## Smart technology applied to electronic fulfillment

- Supports Life and Annuities on a single system
- Easy to deploy
- Fully integrable
- Complete forms administration
- Tailored User Interface for simplified selling
- Several clearing and money settlement options
- Electronic audit and usage tracking

FireLight™ is an electronic fulfillment game changer. Its powerful rules engine, strong point of reference using carrier forms, and tailored user interface work to speed up sales across diverse distribution channels. FireLight™ eliminates errors, reduces cost of procurement and generates more in good order applications for all lines of business. FireLight™ will change the way you do business.

To learn how FireLight™ can be your game changer, visit [www.insurancetechnologies.com](http://www.insurancetechnologies.com) or contact Travis Champion at 704-892-5436.



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TECHNOLOGIES**

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