Applied Naming Guide

How to refer to Applied, our platforms and our products

Applied introduced new names for its platforms and products in October 2026. This guide lists the new names and the names they replace.

Company, brand and platform names

Name	What it is
Applied Systems	**The company. Legal name: Applied Systems, Inc.**
Applied	**The brand, for agencies and carriers alike.**
Applied Epic	**Our management system for agencies and brokers. Every Epic module lives inside it.**
Epic Conductor	**The AI automation built into Applied Epic, organized around Connected Trading, Operational Automation and Financial Automation.**
EZLynx	**A separate platform brand for growth-stage and smaller agencies. Written as “EZLynx,” never “Applied EZLynx.”**
Applied carrier suite	**Our carrier products as a group. A description rather than a brand name; “Applied Carrier” is the name of our business unit.**
Ivans Download	**Connects carriers and agencies across the industry. The only product that uses the Ivans name.**
Cytora	**In the US and Canada, a product in the Applied carrier suite. Elsewhere, “Cytora, an Applied company.”**

Applied

Applied Epic module names

Former name	New name
Applied Recon	Epic Recon Direct Bill, Epic Recon Agency Bill
Applied Pay	Epic Payments
Applied Pay Premium Finance	Epic Premium Finance
RiskChecker	Epic Policy Checking, Epic Quote Compare
CSR24, MobileInsured	Epic Service Portal
Indio	Epic Collaboration Portal
Benefits Overview	Epic Benefits Workspace
Applied Benefits Designer	Epic Quotes Benefits
Applied Book Builder	Epic Book Builder
Applied Marketing Automation	Epic Marketing Automation
Applied Mobile	Epic Mobile
Max Search	Epic Search
Max Agents	Epic Agents

Unchanged: Epic Renewals Manager, Epic Submissions Manager, Epic Bridge, Epic Dashboards, Epic Quotes Commercial Lines, Epic Quotes Personal Lines and Epic AutoFill. Also current: Epic Search and Epic Agents.

Carrier product names

Former name	New name
Ivans Marketing Insights	Marketing Insights
Ivans Insights – Benchmarks	Benchmarks
Ivans Distribution Platform	Commercial Distribution
Ivans Bookroll	Bookroll
Ask Kodiak	Market Appetite
Ivans Download, Cytora	No change

Trademarks

Place the ® or ™ on the first mention in body copy only. Marks in common use: Applied Epic®, Applied Systems®, EZLynx®, Ivans Download™ and Market Appetite®. New module names carry no mark.

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