



Becoming a  
digital brokerage.  
Build your  
business on a  
strong technology  
foundation.







# Transforming the business of insurance

The continued evolution of technology, changing market dynamics, and new consumer expectations are transforming the business of insurance.



Technology is connecting our world and revolutionizing the way your business operates and interacts with your customers and insurer partners. It is critical for brokerages today to adopt and leverage modern technologies to connect your brokers, insurers, current policyholders and prospective clients.

A digital brokerage is built on core pillars that work together to support a brokerage's digital growth strategy. Become a digital broker with Applied to operate more efficiently, make more informed business decisions, build better insurer relationships, improve customer service, and accelerate growth and profitability across all lines of business.



# Single, Integrated Brokerage Management System

**Gain a complete view of customers and prospects for each person in your brokerage to access and act upon – regardless of role, time or location.**

A single, integrated brokerage management system is at the core of a digital brokerage and manages a digital brokerage's customer relationships, policy and benefits administration, sales automation and financial accounting processes across all lines of business and the entire brokerage in one application.

Built on scalable architecture with standardized data, the application enables your brokerage to seamlessly add new customers, lines of business and locations across multiple geographies to support growth. Open architecture also enables you to seamlessly integrate third-party applications, proprietary systems and other data sources.



## Core Capabilities

### Benefits and P&C management

Managing all lines of business in a single application enables you to maintain a single view of all lines of business to provide optimal coverage for a customer's complete insurance needs and maximize your book of business through cross-selling, as well as eliminates the time and cost spent managing and training staff on two disparate systems.

### Business process management

Standardized workflows enable you to automate, adapt and reassign tasks to ensure consistency across all users and locations.

### Sales Automation

Automate and measure the sales pipeline for both new and renewal business in the system.

### Omnichannel customer service

Seamless integration with customer portals and mobile applications enables omnichannel quoting and customer service.

### Insurer Connectivity

End-to-end communications between you and your insurer partners within your management system enable you to more effectively service your customers, gain access to new markets, and drive operational efficiency.

**98% of brokerages responded that having a complete view of clients' business in a brokerage management system was either important, very important or extremely important.**

Source: Augie

A single, integrated brokerage management system enables your brokerage to:



**Quickly identify cross- and up-sell opportunities via a single view.**



**Standardize data and automate workflows.**



**Drive digital insurer connectivity and access to markets.**



**Provide omnichannel communications with prospects, clients and employees via insurance mobile apps and client portals.**



**Support multiple and global locations to manage business growth.**





# Insurer Connectivity

**Connect directly with your insurer partners to access markets and ensure accurate, timely and comprehensive customer service.**

Insurer connectivity is critical to automating the distribution and servicing of insurance products between your brokerage and insurer partners.

Connecting with insurers enables your brokerage to access new markets and quickly quote new and renewal business, enabling your staff to provide access to product range, insurer choice and localized personal service. Insurer connectivity automates rating activities to deliver a superior customer experience and provide the best products for your clients.

Your brokerage also requires the ability to automate the exchange of policy-related information from insurer systems into your management system. Your brokerage can seamlessly view, manage and increase insurer connections to meet the needs of your business. Insurer connectivity enables brokerages to significantly reduce expense and eliminate time spent manually managing administrative tasks.

Insurer connectivity enables brokerages to increase market interactions and more effectively protect and service their customers to drive retention and business growth.



## Core Capabilities

### Brokerage management system integration

End-to-end communications between you and your insurer partners within your management system enable you to more effectively service your customers and gain access to new markets to drive operational efficiency and business performance.

### Automated policy-information exchange

Eliminate time spent manually managing paperwork and requesting information from individual insurer partners. By automating the exchange of critical policy-related information directly into your management system, you ensure instant access to the most up-to-date information is available at the moment you need it.

### Rating services

You have access to Canada's leading personal lines rating services to quote directly within your daily workflows and standardized processing.

### Lead generation

All quotes generated by your staff or prospective clients are automatically stored within the system, allowing prospects to be converted quickly through outbound telephone and marketing campaigns.

## Insurer connectivity and automated information exchange can save one hour per employee per day.

Source: IVANS industry survey

Insurer connectivity enables your brokerage to:



Access current, accurate policy information throughout underwriting and servicing.



Receive accurate quotes from insurers in real time.



Identify the best markets for customer and prospect risks.



Provide timely, accurate customer service.



Automate manual operations and reduce dependency on paper.



Ensure critical documents are immediately available to both your staff and customers.





## Mobility

**Keep staff connected to the office while on the go and provide customers anytime, anywhere access to insurance information from their mobile devices.**

Mobility enables your staff to stay connected on the go with a direct link to information in your management system. Mobile apps allow your staff to elevate customer service through remote access to accounts, contact details and insurance policy information, add prospects, and create and manage activities, as well begin new sales opportunities through automated sales operations and risk assessment tools.

On-demand access to client and prospect information enables your staff to conduct business outside the brokerage and deliver better service to clients with a single, up-to-date view of client and business information.

Enabling mobile access for your customers to quote, purchase and review information anywhere, anytime is also critically important.

To allow customers to interact with your business 24/7, your brokerage requires a customer portal to access policy information, request changes, make premium payments, and manage claims processing via online and mobile apps.

Your brokerage also gains mobility through your own branded mobile app to offer clients quicker, more convenient access to insurance information directly from their smartphones or tablets, providing greater flexibility and servicing options while keeping their broker's trusted advice top of mind.



## Core Capabilities

### Real-time broker access to information

Real-time synchronization between the app and your management system to ensure current, accurate account information is available and protected. New activities are also pushed in real time to the app, keeping staff informed while away from the office.

### Brokerage-branded online portals and mobile applications

Native, mobile apps and online client portals can be customized to your business to ensure your brand – and trusted advisory services – are kept top of mind. Clients gain access to policy-related information and documentation when and where they need it most.

### Claims management

Your clients can review claim status and review claim documents and critical policy information directly through your client mobile app or online portal. Actions for claims are automatically stored as activities within your management system for more efficient claims administration and servicing.

**79% of consumers worldwide will use at least one digital channel for insurance interactions over the next few years.**

Source: Bain, Global Digital Insurance Benchmarking Report

## Mobility enables your brokerage to:



**Conduct more business outside the office and office hours with anytime, anywhere access to new business opportunity information.**



**Extend omnichannel customer service through mobile and Internet-based service options.**



**Elevate your brand and role as a trusted advisor through anywhere, anytime accessibility.**



**Keep customer and prospect information current, synchronized and safe between the app and your management system.**



# The Cloud

**Move core software applications to offsite data centres for 24/7 access to your business and improved performance, flexibility and data security.**

The cloud allows your brokerage to move core software applications to offsite data centres for improved performance, flexibility and security. 24/7 access to your business enables your brokerage to better service customers from anywhere.

Your brokerage gains advanced business continuity with access to operations recovery and data security. Through the cloud, your brokerage can remain up and running during potential disasters while ensuring maximum security of your data.

By leveraging a purpose-built cloud platforms for the insurance industry, your brokerage no longer needs to manage all hardware and software testing, maintenance, and upgrades for your business, reducing the time and expenses you spend managing IT-related resources.

Your software is configured for optimal performance and continually upgraded at no cost to you, ensuring your business has access to the latest capabilities while improving your bottom line.

From cost savings to enhanced data security, the cloud offers digital brokerages an opportunity to operate in a secure and flexible environment that rewards speed and business continuity with profitable results.



## Core Capabilities

### Data security

The cloud is made up of data centres that provide 24/7/365 constant monitoring and performance of first level problem resolution. The cloud leverages AES-256 data-at-rest-encryption (DARE) and is protected by a minimum of 128-bit, bi-directional, packet-level encryption.

### High-availability architecture

Cloud platforms are built with highly available architecture – meaning two times available load capacity for virtually zero downtime.

### Active pairing

To ensure no downtime in operations, your cloud platform requires colocation facilities built exclusively to host data and for the sole purpose of running the production of your environments, providing active redundancy sites with the latest customer data in the event of a disaster.

### Optimized configuration

Cloud services teams strategically configure brokerage software on a multi-tier storage philosophy to place the right workload on the right performance storage. Rely on a team of highly skilled cloud specialists with deep domain expertise who directly build, maintain and manage your software.

**Brokerages that leverage cloud technologies have 35% higher revenue per employee than those that don't.**

Source: 2017 Applied Digital Brokerage Annual Report

The cloud enables your brokerage to:



**Access brokerage applications and data anywhere, anytime.**



**Gain improved data security and enhanced system performance.**



**Ensure business continuity during a disaster.**



**Eliminate time and investment spent on manual software and hardware updates.**



**Easily scale and manage business growth.**





# Why Applied?

**To thrive in our industry's digital transformation, your brokerage must consider your technology options to become a digital brokerage. As you build your digital transformation plan, Applied is here to help your brokerage leverage automation, mobile, the cloud and real-time information exchange to grow and prosper in this new era.**

## **Applied sets the standard for innovation**

Applied Systems is the leading global provider of cloud-based software that powers the business of insurance. Recognized as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of brokerage management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom.

Our market-leading software and services provide the core innovation, agility and speed required for business success during the digital transformation of the insurance industry. By automating the insurance lifecycle, Applied's people and products enable millions of people around the world to safeguard and protect what matters most.

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