



Portrait New Business For Life Insurance Streamlines and automates new business acquisition

- Issue policies in one efficient, automated process
- Deliver great customer experiences
- Underwrite at the point of sale, whatever the channel
- Decrease the cost of the sales process
- Improve IFA experience and effectiveness

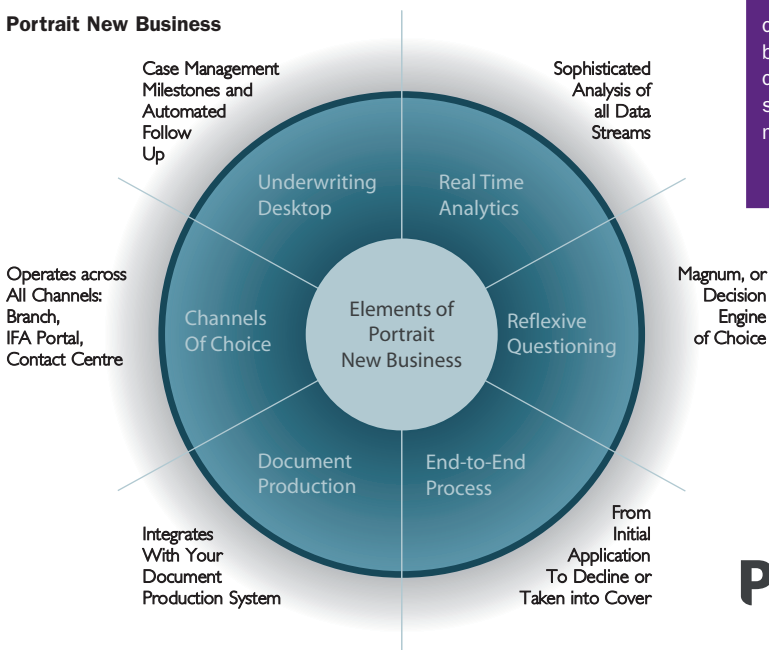
As competition increases in a tightening market, insurance companies are experiencing a multitude of issues: manual, fragmented processes; the need for more accurate data; consumers demanding high service levels from multiple channels; and requirements for greater analysis of where the business is coming from.

Customer experience and completion rates depend on what you do, or fail to do, about automating the new business process. Don't leave it to chance - it's time to invest in new processes and technologies to facilitate customer management, customer insight and channel management, before the competition beat to you to it.

Portrait New Business incorporates an end-to-end process, with integrated underwriting, that is both compliant and auditable. It dramatically speeds up policy issue and reduces the risk to your business.

Portrait New Business automates the new business process. Rules based underwriting, backed up by case and workflow management, enables policies to be delivered in hours rather than days or weeks. Consistent, straight-through processing across distributors enables automated take on and powerful, real time analytics reduce the operational risk and monitor business performance.

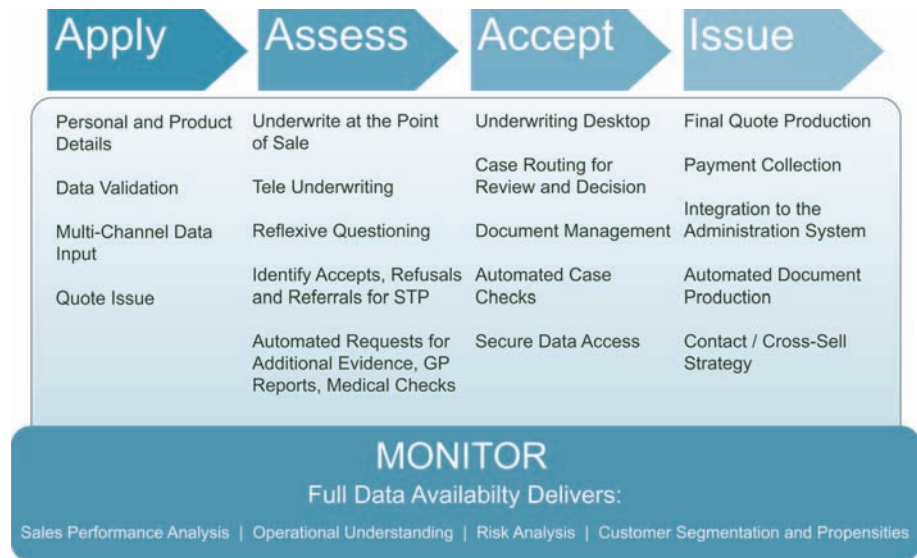
Portrait New Business



"The nature of insurance sales channels is changing quickly. To continue to grow their businesses, insurance companies need to meet customer needs and manage channels with service and processes that are faster, better and more agile than the competition"

Gordon Ejsmond-Frey, Microsoft, Sept 2007

How it works



Portrait New Business handles the entire new business acquisition process, from the initial contact through to policy issue, based on underwriting best practice. It provides end-to-end process transparency, traceability and reporting, reducing bottlenecks and sales leakage.

Multiple Channel Support

The solution enables multi-channel data entry, including support for telephone underwriting, with IFA's, sales staff and customer service agents being guided to the next appropriate step at every stage. Underwriting decisions are delivered to the applicant at the point of sale whether in person, on the web, through a contact centre or via third party distribution. IFAs and channel partners are provided with access to all the information they need to complete the sales process.

Integrated Analytics

Be one step ahead of the competition – Portrait New Business includes powerful, real time analytics enabling you to:

- Create risk profiles and evaluate underwriting experience
- Analyse where your business is coming from
- Provide a breakdown of the total operational risk
- Provide a value add service for intermediaries
- Focus on sales and service with customer target lists and product recommendations
- Develop scorecards and treatment strategies
- Construct specific information and data domains

Integrated Underwriting Expertise

Portrait New Business is seamlessly integrated with Magnum, Swiss Re's underwriting rules engine. Alternatively the solution can be fully integrated with the rules engine of your choice.

Proven in the market place, Magnum gathers and assesses all relevant underwriting information, enabling immediate acceptance at the point of sale. Rules are easily built and maintained using a graphical design engine, and with reflexive questioning and powerful navigation Portrait New Business and Magnum create an enhanced user experience.

Underwriting Desktop

With instant access to multiple systems and relevant data, the underwriting desktop provides the underwriter with access to everything relevant to the case including documents, decisions and Lifeguide. Case management is fully automated so that managers and distribution partners can track each application from beginning to end.

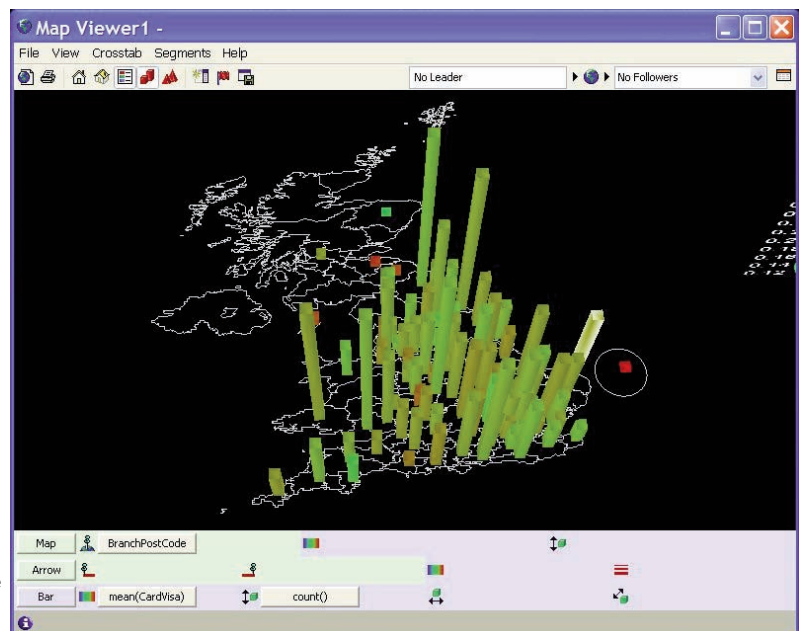
Streamlined Documentation and Administration

Integrating with your existing Policy Administration and Document Management systems all administration and communication is fully automated to provide an end-to-end efficient service.

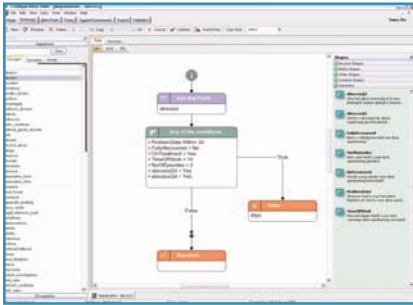
Business Improvement

Powerful workflow management capabilities and sophisticated analytics enable you to monitor Service Level Agreements, improve processes, manage resources and performance and therefore gain greater insight on risk and operational data.

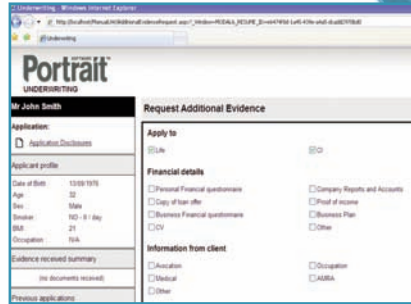
Insurance Analytics



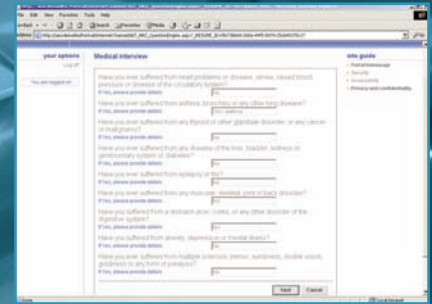
Graphical Rules Editor for Magnum



Underwriting Desktop View – Additional Evidence Requested



Web Portal – Medical Examiner



The Benefits:

Portrait New Business uses real time underwriting decisions, multi-channel customer interaction management and best-of-breed analytics to deliver a first class solution for new business acquisition. It enables you to:

- Get new business on to the books faster
- Minimise risk exposure
- Drive underwriting best practice to the point of sale, across all channels
- Reduce the cost of new business acquisition
- Improve customer and agent satisfaction
- Respond more quickly to change
- Create auditable workflows to ensure regulatory compliance

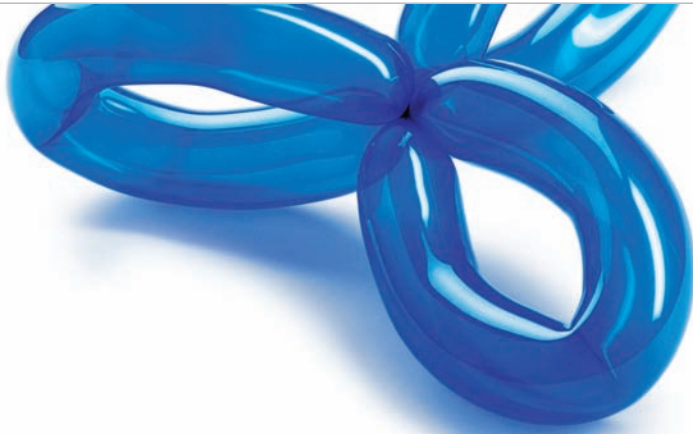
It all comes from an active approach to new business processing. Talk to us about integrating Portrait New Business with your existing technology environment

Extend your existing systems - requires no expensive 'rip & replace' of your existing systems. A service oriented architecture that simply works with your existing systems, without creating unwieldy data warehouses.

Improve multi-channel processes - allows an organisation to design and manage new business processes centrally, then deploy them across all relevant channels. Customers feel like they're dealing with one company instead of many departments. And you profit from making the right decision, instantly, in a standard format and with less risk.

Provide compliance, fairness and sensitivity – fully auditable it automatically enforces guidelines, policies and compliance. Incorporates changes to regulations and compliance enabling underwriters to respond to customers more fairly and effectively.

The power of Microsoft.NET – this proven integration platform utilises ASP.NET 2.0 and AJAX for presentation and provides all the benefits of web services and web-based management.



SOFTWARE Portrait

About Portrait Software

Portrait Software provides Customer Interaction Optimization software that helps best-of-breed companies deliver great customer experiences, increase sales, drive down costs and manage risk. We do this by helping organizations with millions of customers do some important things:

Quickly understand their customers. See who's profitable, who's loyal and who's most likely to buy, defect or default.

Design intelligent interaction strategies. Know what to sell, when and to whom; know when to talk and when to listen.

Make every interaction count. Hold intelligent conversations, make relevant suggestions and surprise customers by showing an understanding of their needs.

Respond to change. Implement new campaigns and customer management strategies and ideas quickly and consistently; respond in minutes to changes in the market, the competition, the product line and the customer.

Our 300 + customers are organizations that lead the world's most demanding customer-intensive sectors. They include Nationwide Building Society, Bank of Ireland, Telenor, Merrill Lynch, T-Mobile, Fiserv CBS Worldwide, Bank of Tokyo, Bank of New Zealand, RAC Western Australia, China Automobile Association, and IAG.

For more information on Portrait Software, please visit:

www.portraitsoftware.com

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