

## Majesco and Appulate enable enhanced agent / broker engagement

Integrated solution delivers ease of doing business through application upload functionality

### Partnership leads to efficient, effective agent and broker engagement

In today's highly competitive market, insurers must focus on growth, customer retention and making it easier to do business with their agent and broker distribution channels. Technology is rapidly disrupting the handshake relationships that insurers relied on to get quality risks submitted from their agents and brokers. To remain competitive, insurers must make it easier for their agents and brokers to do business with them and technology is playing a key role.

When insurers first looked at ways to streamline processes, they moved away from email and fax submissions, creating custom "portals" for their agents and brokers. These portals provided an online site to complete forms and submit business, providing significant benefit to the insurer by saving considerable internal data entry and improving quality.

Unfortunately for agents and brokers, this meant multiple custom portals to learn and use as well as increased workloads due to expanded data entry. When customers expect their agent to submit to multiple markets, the redundant data entry is incredibly time consuming. As a result, agents and brokers want a more efficient process that submits data to insurers directly from their agency management system, saving them time, reducing costs, ensuring consistency and getting quotes faster for their customers.



### A Powerful Combination

Together, Majesco and Appulate enable insurers to be easy to do business with:

- Improve ease of doing business.
- Increase efficiency and effectiveness.
- Reduce costs.
- Enhance customer experience.
- Drive competitive advantage.

Ease of doing business and improving efficiencies results in not only more business, but higher margins on that business.

### Partner Solution Highlights

- Appulate can parse any forms (even scanned images)
- More than 20,000 retail agencies use Appulate to upload data to carriers
- Appulate works with any retail / broker management system on the market
- Majesco has built in the ability to consume the XML output from Appulate
- Your retail agents can use Appulate for free
- Up to 90% data entry time saved for carriers.

The Majesco and Appulate partnership recognizes the pain for both insurers as well as agents and brokers. Together, our integrated solutions provide both parties to ensure operational effectiveness and efficiency, but more important exceptional customer experience, for both the customer and for agents and brokers.

Appulate is the leading application “upload” technology and used by more than 50% of all independent agents and brokers and can either be used internally or can be provided to agents and brokers as an “upload” tool. When used internally, Majesco insurer customers can easily parse forms (ACORD, supplemental forms, FNOL) they receive via email or fax and convert them into structured XML data. If used by agents, Appulate offers “upload” capabilities from any agency management system, converting the upload into structured XML data. Regardless, XML data is easily consumed by Majesco software solutions quickly and reliably.

Majesco's portfolio of market leading software solutions enable insurers agility, innovation and speed to market across all product lines and states. The Majesco P&C Suite, coupled with the powerful Appulate middle-ware technology enables straight through processing and accurate data capture, to provide agents and brokers with a real-time, enhanced experience.

“The Appulate solution is a great complement to the Majesco P&C Suite. We believe this partnership will enhance our customers’ ability to improve the ease of doing business with agents and brokers.”

— Ed Ossie, Majesco



## About Appulate

Appulate connects more than 20,000 independent agencies (more than half of the marketplace) with the insurance carriers and MGAs they do business with. Retail agents and brokers use Appulate ProducerConnect™ to upload ACORD and other data directly from their agency management systems to populate carrier / MGA “portal” websites, supplemental forms and other rate / quote technology. MGAs and insurance carriers use Appulate (MGACoConnect™ and CarrierConnect™) products to streamline the receipt of ACORD and other data into their Majesco system. All of Appulate solutions are cloud-based and delivered as SaaS which makes them flexible to fit within any technology environment. For more than a decade, Appulate has helped its customers increase their top and bottom line through the use of technology. **Appulate - “Connecting The World Of Insurance”**

## About Majesco

Insurance business transformation is a journey of change and revitalization, a Renaissance of Insurance. Over 150 insurance companies worldwide in P&C, L&A and Group/ Employee Benefits are transforming their businesses with Majesco’s solutions. Our market leading software, consulting and services uniquely underpin the entire insurance value chain and empower insurers with the agility, innovation and speed needed to meet their transformation opportunities head on. Majesco’s solutions include policy management, new business / underwriting, rating, billing, claims management, distribution management, BI/ analytics, predictive modeling, digital platform with mobile and portal, testing services, cloud services, bureau and content services, transformation services, consulting services and more.

