



BUILDING INSURANCE HEROES

While many vendors consider themselves the champion of the story, Insuresoft enables our clients to be the heroes of their accomplishments.

Insuresoft helps insurers reach their goals and aspirations – empowering them to re-engineer how they deliver insurance to the market today.



EMPOWERING INSURERS

In this e-book we will take you on a hero's journey to success. Powered by the Diamond System, insurers like Figo Pet Insurance, are taking advantage of the policy processing, underwriting, billing, and claims functionality.

Discover how insurers are revolutionizing and disrupting the market today and how together, we are building insurance heroes.



THE HERO'S TALE

1. CRITICAL DEADLINE LOOMING
2. PICK YOUR RIDE
3. SELECT YOUR FEATURES
4. BUILD YOUR TEAM
5. CREATE YOUR ROADMAP

6. SELECT YOUR INTERFACE
 7. TEST IT OUT
 8. THE POWER TO OVERCOME
 9. A HERO IS BORN
 10. SHARING THE STORY
- APPENDIX

1. CRITICAL DEADLINE LOOMING

The first step to becoming a hero is determining a challenge to overcome. Insuresoft understands that deadlines can put pressure on your team to produce results quickly.

Whether you are a start-up, adding a new LOB, a new state, or need to move off a legacy system, we have a track record of providing insurers contracts and statements of work in 30 days. We have deployed test environments in Diamond in 90 days.



Our quick delivery and flexibility enabled Figo Pet Insurance to launch and begin issuing policies across **50 states** in under **nine months**.

2. PICK YOUR RIDE

How successful would Batman be without his Bat Mobile or Iron Man without his suit? Think of the Diamond System as the vehicle that helps you face a challenge quickly and efficiently. It is designed from the ground up to incorporate industry best practices.

Our experts investigate every aspect of your business process. We analyze the processes and procedures that establish the scope of your implementation. We identify the scope of your first sprint, review the testing plans, and conversion approach, assign roles to the teams, to prepare for the business transformation.

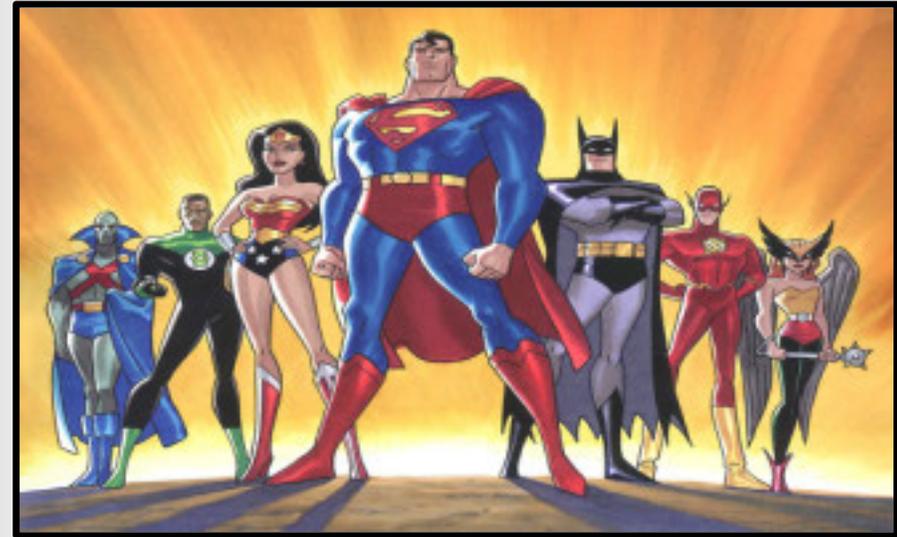


Several insurers, like Figo, have come to us after a failed implementation with another vendor. With our **100% successful implementation rate**, insurers trust us to get the job done on time and on budget.

3. SELECT YOUR FEATURES

No two heroes are alike. We understand that each insurer is unique. With Diamond, you'll always be in control. Whether you need policy, billing, claims, mobile, communications management, or web portals, the Diamond System can work as a stand alone or integrated system. With Diamond, all you need is ONE.

We also take into account your specific rating structure, underwriting rules, and forms in preparation for testing and delivery. This process is assisted by accelerators for faster implementations.

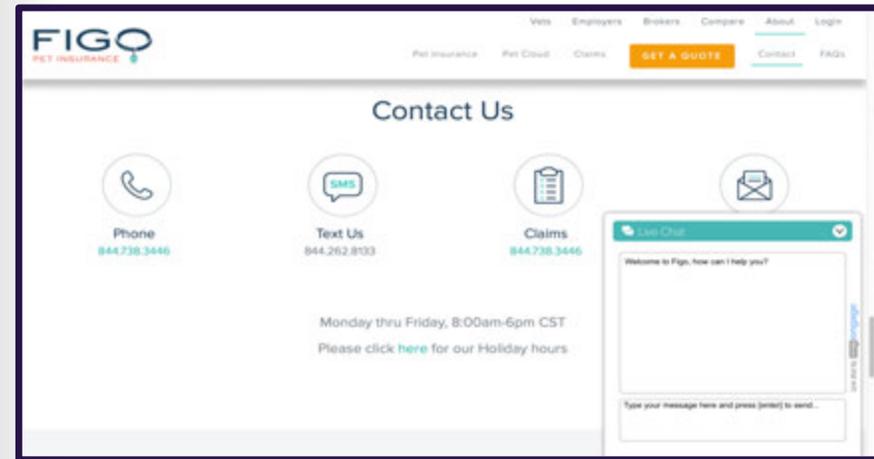


In just nine months, Insuresoft delivered a policy administration platform to Figo Pet Insurance, including the first-of-its-kind Pet Cloud, supported by multiple distribution channels to deliver a true mobile policy issuance experience.

4. BUILD YOUR TEAM

Sometimes challenges are better faced with a team who works together to achieve your goal. With our network of industry-leading providers, Insuresoft proves to insurers that we are the only technology partner you will ever need.

We provide pre-integrated and tested solutions under a single contract. This approach greatly diminishes professional services fees associated with integration and testing.



Insuresoft integrated Figo's CRM system, Salesforce, creating custom APIs to incorporate myriad systems and data fields into Diamond for administration. The integration improved the customer experience, allowing communication with Figo via text messages and chat, while capturing information in the master account record.

5. CREATE YOUR ROADMAP

The most successful heroes have a good plan of attack. Our team uses tested and proven project plans with pre-built templates and tools to quickly and easily get new clients up and running.

Our vast library of tools gives us a roadmap that can apply to our many unique clients and implementations.



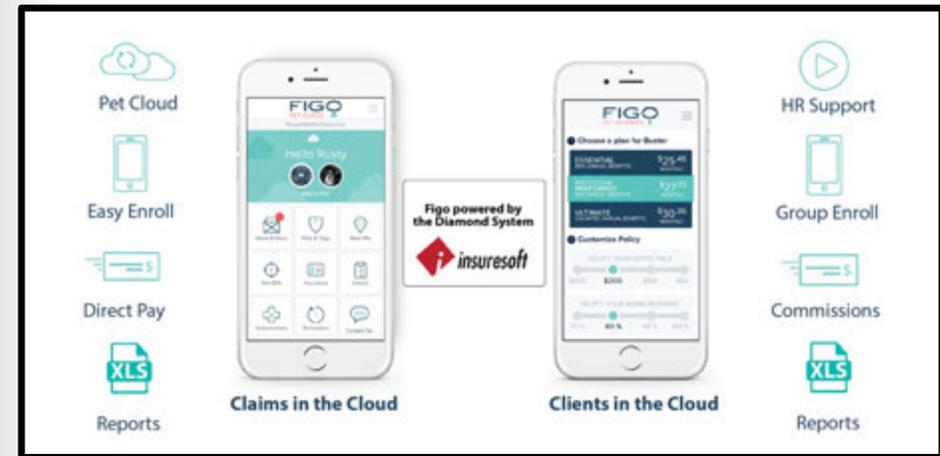
Insuresoft's implementation process was as close to perfection as you can get. Their team is empowered, knowledgeable, and committed... They met every deadline and delivered as promised. I've been incredibly impressed and would highly recommend their software and services.

Rusty Sproat, Founder & CEO of Figo

6. SELECT YOUR INTERFACE

Each hero should take careful consideration on how they want to present themselves. With our agent and consumer portals you can provide access to policy status, claims information, forms and billing to make it easy for agents and clients to do business with you.

Whether a policyholder needs an ID card, or an agent wants to review their client's policies before a meeting, a touch of a button provides access to up-to-date information immediately through our mobile application.



*Insuresoft understood we were an entirely Internet-based business. They knew we'd need a portal to access Diamond and that our policyholders would depend on web and mobile apps to apply for coverage. **We built the Pet Cloud to provide self-service for our policyholders, allowing them to log in, select their vets, view their policy documents, access pet profiles, see their claims, and use group texting.***

Rusty Sproat, Founder & CEO of Figo

7. TEST IT OUT

No hero should encounter a challenger without testing out their armor first. Each Diamond component including policy detail, rating, claims, billing, forms trigger and print is thoroughly tested with every system release before it leaves our offices.

Test cases, scripts, smoke and warboard testing are prepared and performed by our QA Analysts. Internal user acceptance testing is performed by our business analysts.



*There are so many pieces to what I needed. That's why it's amazing. Everything I've asked for, Insuresoft never said, 'We can't do that.' They always said, 'Let's sit down and get a business requirement done, and **let's figure out how we can make it happen.**' These are huge projects they accomplished.*

Rusty Sproat, Founder & CEO of Figo

8. THE POWER TO OVERCOME

With the right tools and team in place, its time to face the challenge head on. An initial delivery is made as early in the implementation process as soon as possible to allow clients to begin familiarizing themselves with the system.

One or more subsequent deliveries are made before we come onsite to perform in-depth system training and ensure the customer is ready to complete User Acceptance testing. Once the client gives the go-ahead, the system goes to production.

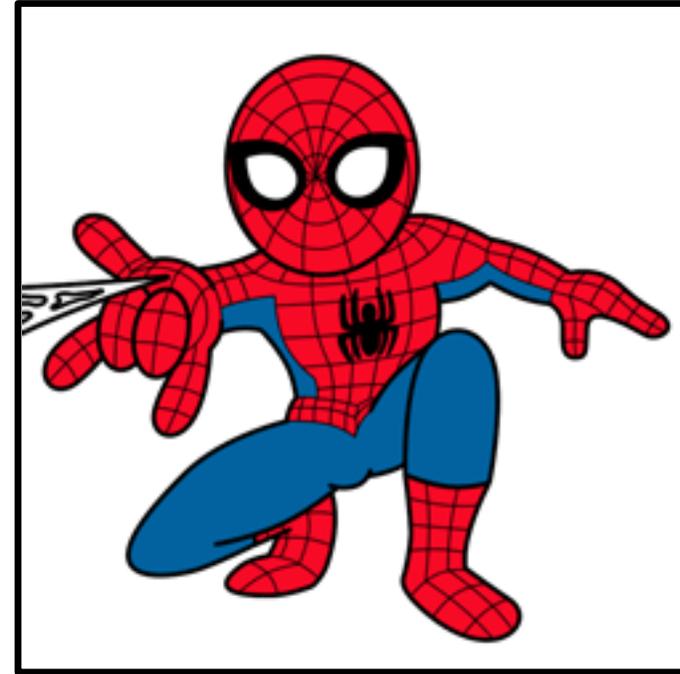


Figo signed one of the largest, specialty veterinary hospitals in California, creating the opportunity to conduct a group enrollment. **In just seven weeks, the Diamond System enabled enrollments on smart phones and tablets through a portal** — allowing enrollees to file claims on their mobile devices. The portal allows administrators to view and pay bills electronically, and provides access to enrollment and billing reports online.

9. A HERO IS BORN

An insurance hero is born when they deliver exceptional results and exceed client expectations. With the help of the Diamond System, policy rating and issuance can be delivered quickly and easily. Better client service is possible when you use the Diamond System to automate information processing and customer-service activities.

Higher satisfaction ratings are commonly seen by our clients on claims and customer care. Using the Diamond system as the hub for all business-to-consumer and business-to-business interactions, enables our heroes to sign on more clients and easily conduct group enrollments.

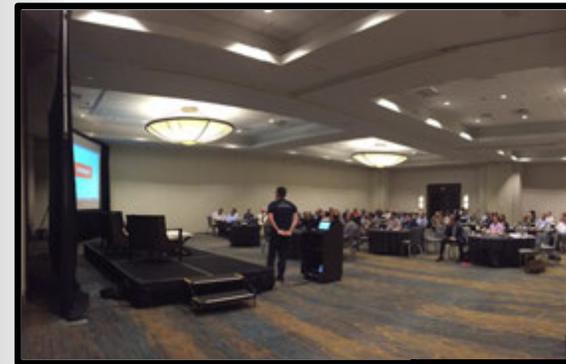


A prominent auto insurer wanted to roll Figo out to its more than **7,000 independent agents in 26 states**. Insuresoft uploaded the agents to an XML file, linked them to another custom portal, applied volume discounts, and tracked their production, policy by policy.

10. SHARING THE STORY

Heroes become legendary when their story is shared. Sharing your journey to success positions you well within the industry and among peers. Heroes continue to evolve and grow, constantly overcoming challenges along with help from the Diamond System.

Sharing your tale will be exciting and will have the audience wondering...what comes next for our insurance hero?



Figo has shared their journey at industry events, through case studies, press releases, infographics, social media and more. They have even won an industry award for their innovation in technology. On the next page in the appendix, you will see the materials Figo has created to help share their heroic tale. Contact sales@insuresoft.com or call (866) 870-4387 for more information on Figo.

APPENDIX



ITA LIVE

Come Together: One Policy Solution the Cornerstone for Multiple Challenges



SMA SUMMIT

FIGO: Being a Next-Gen Insurer



IASA IT TOWN HALL

One Session to Stick Around For: The IASA IT Town Hall



INSURETECHCONNECT

Case Study: FIGO Pet Insurance



APPENDIX Cont.



CASE STUDY

Client Success Story:
Technology Focused, Results Driven



PRESS RELEASE

Qualifies for Novarica
Impact Award for
Successful
Implementation of
the Diamond Suite



PRESS RELEASE

Insuresoft Puts Figo Pet
Insurance in Production in 50
States



PRESS RELEASE

Insurance Company
Goes Live on Diamond
Suite



APPENDIX Cont.

FIGO
PET INSURANCE

With our **100%** successful implementation rate, insurers leave nothing to chance when selecting Insuresoft as their technology partner.

insuresoft

Client Success Story

Technology Focused, Results Driven

FIGO Pet Insurance, a Chicago-based startup, aspired to transform the booming pet insurance. FIGO's mission is to avail pets of the best veterinary care, regardless of the cost.

FIGO transferred to Insuresoft from another vendor with a critical deadline looming. Insuresoft provided a contract and a statement of work in 30 days, and deployed a test environment within 60 days. Quick delivery and flexibility enabled FIGO to launch and begin issuing policies by their target date of April 2015.

Did you know Lassie was the first dog to have pet insurance in the U.S.?

60 Amount of days it took to deploy a test environment in Diamond

26 States
7000 Agents

The number of states and agents FIGO requested to be rolled out through the Diamond System to a prominent auto insurer in a couple weeks.

LIVE IN 50 STATES IN LESS THAN 9 MONTHS

Project highlights include:

- Statement of Work signed November, 2014
- Test environment completed February 2015
- First policy issued April 2015
- CRM integration completed April 2015
- Pet Cloud launched April 2015
- Agency onboarding completed February 2016
- Group enrollment completed July 2015
- Live in 49 jurisdictions December 2015*

“Insuresoft’s implementation process was as close to perfection as you can get.”
Rusty Sproat, Founder and CEO, FIGO Pet Insurance

Want the FIGO experience? Contact Insuresoft today for a demo of our award winning Diamond System. Call 866.299.1314 or visit www.insuresoft.com

INFOGRAPHIC

Client Success Story: Live in 50 states in less than 9 months



APPENDIX Cont.



MAGAZINE

Insuretech Startup:
Recognized by A.M. Best for
being a top insuretech startup.



ARE YOU READY TO BECOME AN INSURANCE HERO?

We can't wait to get started on your story. Call (866) 870-4387, email us at sales@insuresoft.com, or go to www.insuresoft.com for more information.

