

A close-up, profile view of a person's face, focusing on their eyes and nose. They are wearing glasses. The reflection in the lenses shows a digital, pixelated pattern, suggesting a focus on technology and digital transformation. The background is a soft, out-of-focus blue and purple bokeh.

Life insurance
reimagined

**Powering the future of
life insurance and annuities**

EISA[™] 
Do everything faster[™]

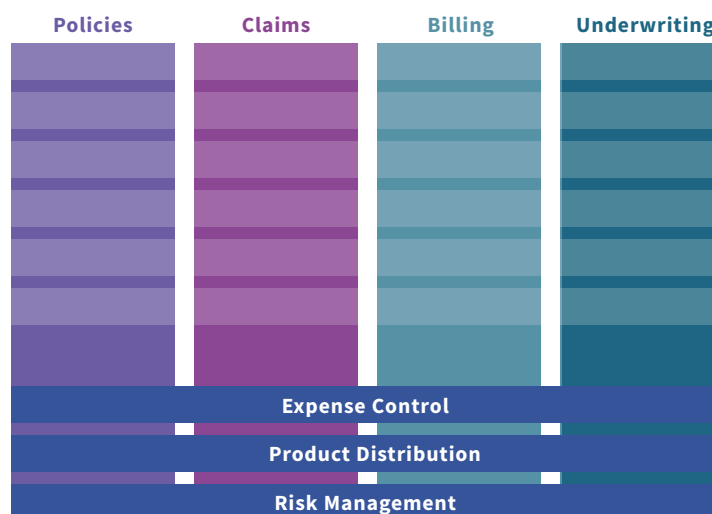
The digital imperative for life insurance

For decades, life insurance products were sold almost exclusively by agents. Even as direct channels have grown, modes of engagement remain mostly non-digital and highly transaction oriented. But as the world becomes more digital and more connected, life, annuity, and pension providers must move to an environment that enables frictionless experiences for customers and agents.

As a leading developer of core insurance software, EIS provides the technical foundation life insurance companies need to win in this new era of digital-driven insurance. It enables you to break free from legacy constraints and become the life insurer and annuities provider you want to be.

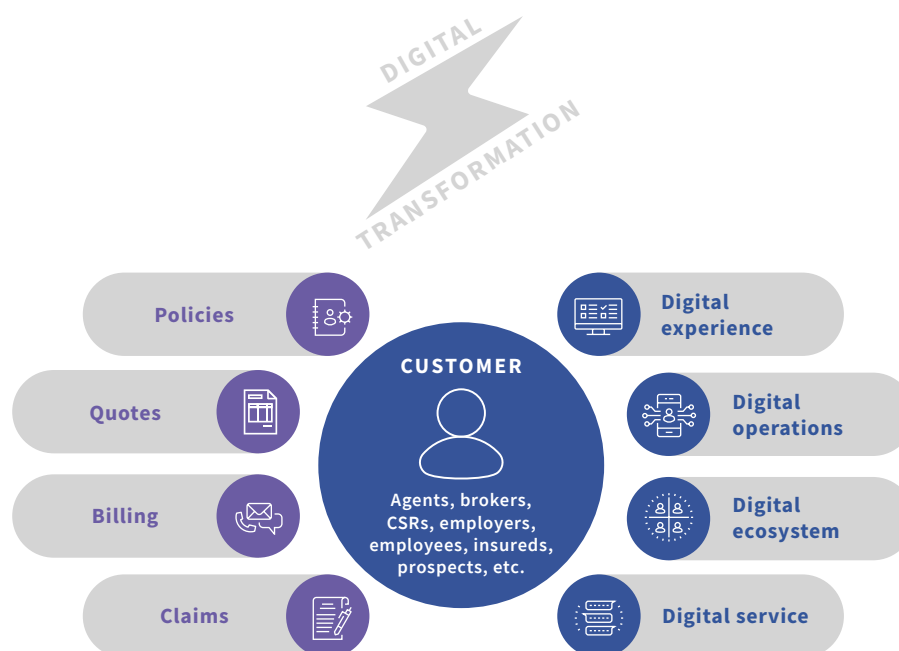
LIFE INSURANCE TODAY

- Product focused
- Transactions above relationships
- Siloed data



FUTURE OF LIFE INSURANCE

- Customer focused
- Digital engagement
- Data-driven experiences



Lead with speed

Insurers' ability to innovate, run lean, and capitalize on changing market conditions will separate the leaders from the laggards. The EIS® platform for high-velocity insurance enables life, annuity, and pension providers to do everything faster.

RAPIDLY BUILD, TEST, AND LAUNCH NEW PRODUCTS

Say goodbye to months-long development cycles that involve writing endless lines of code and stitching together complex integrations across multiple systems. EIS offers the no-code, rules-based EIS Product Studio™, which enables business users to build fast and be creative — with minimal IT involvement. The industry's deepest library of APIs enables you to tap into internal or external data sources to create personalized user-friendly customer experiences for all users, including agents, brokers, insureds, and prospects of all types.

ACCELERATE UNDERWRITING

Free up underwriters to focus their expertise on more complex submissions. EIS enables life insurers to employ digital connectivity and advanced analytics to shorten the application-to-issuance process. Tap into external data sources in real-time to reduce forms and questions. Then apply logic and predictive analytics to automatically rate risk through a personalized underwriting approach and create more sophisticated pricing while reducing exposure.

EMPOWER AGENTS AND BROKERS

EIS provides life insurance and annuity agents and brokers with always-on access to rich data and tools to better serve their customers and compete for new business more effectively. Bridge communication gaps between agents and underwriting, new business, and claims. Make it easier and quicker to deliver quotes, schedule medical exams, and provide ongoing services so you can lower consumer attrition rates and build stronger relationships with internal and external customers.

DIFFERENTIATE DIRECT-SALES CHANNELS

EIS offers the digital experience platform (EIS DXP®) life insurance carriers need to broaden their distribution reach while lowering costs. We make it easy for consumers to research and buy products online and via mobile. A customer journey that starts on a desktop computer and culminates with a sign up on a smartphone is no longer aspirational. It's expected and doable with EIS.

BUILD UNBREAKABLE CUSTOMER RELATIONSHIPS

EIS enables insurers to reduce lapse rates and create life-long customers. The platform supports all lines of business so you can easily bundle products and create personalized policies and experiences that build brand loyalty. Plus, access to complete and consolidated customer data drives more meaningful and personalized communications that build customer loyalty and boost up-sell and cross-sell opportunities.

Win with operational efficiency

We believe fast-moving life insurance and annuity companies can transform the customer experience and, in doing so, capture market share while reducing costs. The EIS® platform provides the technology foundation needed to drive automation, straight-through processing, and accelerated and personalized underwriting. Whether you're evolving your existing operations or taking a greenfield approach, EIS enables you to reimagine life insurance and make the leap into the future.

RUN AGILE

Built on cloud-native architecture, EIS supports agile development principles, enabling insurers to build fast, anticipate and adapt their businesses in the face of technological and regulatory change.

REDUCE TECH DEBT

EIS is a pure SaaS solution. We handle all the resource-intensive maintenance, updates, and hardware — eliminating the costs you pay just to keep your legacy systems running.

CREATE YOUR ECOSYSTEM

With the industry's deepest API library, EIS makes it easy to connect to insurtechs and third-party data providers so you can build powerful automation, ancillary services, and the frictionless experiences that make you unique.

IMPLEMENT FAST

As a microservices-based platform, EIS makes it possible to incrementally re-architect your business without disrupting your bread-and-butter operations.

Learn more about how EIS can transform your insurance and annuity business.

Visit [EISGroup.com](https://eisgroup.com) or contact an insurance technology expert via info@eisgroup.com.

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