

# The Attack Platform™ Cover-All Custom Lines

ATTACK

When your organization identifies a unique market opportunity, the difference between success and failure often rests with a comprehensive and rapid attack strategy - otherwise you risk losing your competitive edge.

Leveraging My Insurance Center™ (MIC) as an **Attack Platform**, we'll deliver custom products to your distribution channel better, faster, and cheaper than your competition.

**\$500k - 3 Months†**  
**Put us to the test**

## The Value Proposition:

Why plan a multi-year implementation fraught with risk when, **for as little as \$500K and in three months†**, your company could be leveraging the power of MIC, a 100% web-based platform, to write new business either direct or through your network of agents & brokers.

### MIC Enables Carriers and MGAs to:

- Leverage Straight-Through processing: with robust workflow and underwriting rules, you can automate and streamline the submission process.
- Manage the entire policy life-cycle: submission, rate, quote, print, statistical coding, reporting, subsequent transactions, commissions, producer management, etc.
- Lay the foundation to seamlessly integrate with corporate systems and third party services.
- Add standard ISO or NCCI lines to your platform in as little as 30 days. ††
- Quickly mix and match lines of business to create your own Program offerings.
- Respond to market shifts by quickly/cost-effectively making changes to your products.



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# The Attack Platform™ Cover-All Custom Lines

MIC combines cutting-edge technology with real-world insurance industry expertise. Our platform isn't just a tool, it's a comprehensive and **intelligent solution**.



## MIC Capabilities Include:

- Rate, quote, and issue support for ISO, NCCI, and custom coverage in all states
- Configurable workflows
- Dynamic underwriting controls
- Program analysis, auditing, and management
- Comprehensive document imaging and electronic underwriting files
- Detailed policy billing, including payment plans, commissions, and earnings
- Advanced integration capabilities with web services and internal systems
- Powerful analytics information and regulatory reporting
- "Industrial strength" regulatory compliance and security

## COVER-ALL IN ACTION

In the past two years, Cover-All has developed nearly 30 custom products for its customers, with each deployment taking an average of three months. Our proprietary product development framework allows our analysts, working with your business team, to quickly and accurately craft an intuitive, user-friendly, yet robust set of competitive products.

"The speed and accuracy of this process would not have been possible without Cover-All's framework," commented Ken Stephens, VP at Alfa Insurance Company.

"We [are] able to have a smaller IT staff leveraging Cover-All's resources as needed – from an analyst to a developer perspective..." Michelle Stanhope, VP at AIX Group.

## ABOUT COVER-ALL

### Harness the Power of Information.™

Cover-All provides insurance professionals with the most dynamic, web-based platforms for managing business. Our unique solutions are based on years of industry experience and are designed to help you deliver products to market faster, enhance quality, increase productivity, and reduce costs. Whether you're in need of a custom solution, or one that works right off-the-shelf, our technical and insurance expertise will help your business achieve success.

† Program not valid for ISO-based products. Actual implementation time may vary depending on customer's specific needs and commences upon project initiation. License is for one custom product and is subject to annual maintenance and customers entering into our standard agreement. Included in this program are projects where the Professional Services required for custom development are estimated at 100 days or less. Estimates for custom products exceeding 100 days are outside of this program and the quote for these projects will be identified in our standard agreement. Days in excess of 100 days may be billed at our customary daily rate. Custom product license does not include any potential ISO, AAIS, NCCI, or other bureau royalties or other third party charges. Professional Services for interfaces with internal/third party systems or services are not included. This program expires March 31, 2011.

†† Requires additional licenses.



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