



## ADVISORY

### **P&C Insurers Invited to Preview Advancements in Agency Connectivity**

*Demo Webinar of the FirstBest AppReader™ 2.0 Solution to Reveal Data Upload for Agents and Underwriters, Regardless of Agency Management System and Without Proprietary Networks or Transaction Fees*

**BEDFORD, MA, October 7, 2010** – Carriers and agents alike are desperate for simple and impactful tools that boost productivity, accuracy and speed of business. Even better, are solutions that happen to also help grow the business by improving ease of doing business for agents and accelerating the entire process. [FirstBest® Systems, Inc.](#), provider of [insurance software](#) solutions that help commercial- and specialty-lines insurance carriers drive premium growth, scale their business and achieve high service levels with agents, today invited carriers and agents to attend a sneak peak of [FirstBest AppReader 2.0](#) – a solution that helps achieve these goals. The new agency-upload product greatly lowers operational costs for agents and carriers, helps profitably scale business and offers an easy path to full underwriting and collaboration.

**WHO:** P&C carriers, agents, press, and analysts are invited to attend the one-hour complimentary interactive presentation and product demo.

**WHAT:** The FirstBest Application FormReader (AppReader) is an alternative to traditional upload solutions. The cutting-edge product runs inside a browser without software installation or transaction fees. It transforms an ACORD application (or any image) into XML and enables instant upload directly from the agent or underwriter desktop to the carrier's systems. By automatically and accurately converting images of [ACORD](#) applications and other related forms into ACORD XML, AppReader greatly simplifies and speeds workflow, saves time and money and boosts carrier appeal to agents.

**WHEN:** Tuesday, October 12<sup>th</sup> at 2:00 p.m. Eastern / 11:00 a.m. Pacific

**WHERE:** Register today at <http://firstbest.com/app-peek.htm>

#### **About FirstBest**

[FirstBest® Systems](#) delivers [insurance software](#) solutions that help commercial-and specialty-lines carriers drive premium growth, scale their business and achieve high service levels with agents. FirstBest's proven solutions include an [underwriting workstation](#) , [agent portal](#) and [agency connectivity](#). Insurance companies such as AMERISAFE, Inc., a specialty writer of workers' compensation insurance for hazardous industries, ICW Group Insurance Companies, a multi-line super regional insurer, and Beacon

Mutual Insurance Company, Rhode Island's largest writer of workers' compensation insurance, rely on FirstBest solutions to improve underwriting efficiencies and quality, institutionalize knowledge and best practices and empower everyone in the process to quote, collaborate, issue, and bind business on a single real-time platform. FirstBest also hosts the [Agent-Carrier Connection](#), a collaborative underwriting forum and news portal.

For more information, visit [www.firstbest.com](http://www.firstbest.com) or call 1.888.863.6095.

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