



FOR IMMEDIATE RELEASE

FirstBest Announces New Agency Upload Solution for Insurers

FirstBest AppReader™ 2.0 Lowers Operational Costs for Agents and Carriers, Helps Profitably Scale Business and Offers Easy Path to Full Underwriting and Collaboration

BEDFORD, MA, September 27, 2010 – [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 announced [FirstBest AppReader 2.0](#), the insurance agency connectivity solution that enables data upload for agents and underwriters, regardless of agency management system and without proprietary networks or transaction fees. The new product greatly speeds processing and, when combined with [FirstBest Agent](#)™ or FirstBest Underwriting Management System (UMS), can even produce bindable quotes in seconds.

“With AppReader integrated into our FirstBest UMS, Amerisafe will be able to increase our underwriting responsiveness, further enhancing our agents' experience,” said Geoff Banta, president of Amerisafe, a specialty writer of workers' compensation insurance for hazardous industries. “We fully expect AppReader to increase submission accuracy and speed underwriting time-in-process, both of which will strengthen the distribution channel that is the lifeblood of our business.”

The FirstBest Application FormReader (AppReader) is an alternative to traditional upload solutions. AppReader runs inside a browser and does not require any software installation or transaction fees. The new product transforms an ACORD application into XML and enables instant upload directly from the agent or underwriter desktop to the carrier's systems. By automatically converting images of [ACORD](#) applications and other related forms into ACORD XML, FirstBest AppReader greatly simplifies and speeds workflow, saves time and money and boosts carrier appeal to agents. The solution delivers significant business benefits, including:

- **Lowers operational costs and helps scale business profitably** – Reduces time-consuming data re-entry and simplifies application completion for both agents and carriers so that they can write more business. Carriers automatically receive the uploaded data into their agency portal, submission system or policy administration system without manual data entry. Also eliminates reliance upon expensive proprietary networks.
- **Establishes carrier as “Ease-of-Doing-Business” leader** – Agents and brokers can upload their business (both data and images) from ANY agency management system (AMS); as easy as sending an email from within an AMS. No additional proprietary networks or transaction fees are required.

- **Improves service and response times** – Carriers and agents can process applications more rapidly, regardless of how each is submitted (email, fax, agency management system, etc). Automated image capture, tracking and workflow also prevent file loss.
- **Flexible technology and deployment** – With the ability to receive ACORD and other related form images, AppReader can plug into any distribution model (email, fax or portal upload, as well as FirstBest Agent and FirstBest UMS). AppReader’s ACORD XML output can feed into the carrier’s policy admin systems, agency portal or submission systems, as well as other FirstBest solutions.
- **Modular path to full underwriting collaboration** – AppReader 2.0 is now available on a standalone basis, included with FirstBest Agent for a complete agent portal solution, or included with FirstBest UMS for a comprehensive underwriting system with real-time collaboration. Carriers that deploy AppReader today can achieve even greater value in the future via an easy upgrade to FirstBest Agent or FirstBest UMS.

"AppReader is easy for the agent but powerful for Carriers," said John Belizaire, CEO and founder of FirstBest. "AppReader will take the agent's PDF or form image and upload ACORD XML data directly into the carrier's processing systems."

Anyone interested in a sneak peek may sign up at: <http://www.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 or call 1.888.863.6095.

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