

ADVISORY

**SMA to Present Myths and Realities of Underwriting Automation
During Insurance Webinar Hosted by FirstBest**

BEDFORD, MA, November 1, 2011 – [FirstBest® Systems, Inc.](#), provider of insurance software solutions for global insurance carriers, MGAs and MGUs, today announced that insurance carriers are invited to attend a complimentary Webinar on November 9, 2011 about *“The Myths and Realities of Underwriting Automation.”*

WHO: **Deborah Smallwood**, founder of [Strategy Meets Action](#) (SMA), will sort the facts vs. fiction related to modern underwriting management. Smallwood is highly respected throughout the insurance industry for her strategic thinking and thought-provoking research. As the head of a leading advisory firm to the industry, she applies her unique blend of practical, real-world experience to guide insurers about IT strategy, architecture and eBusiness.

WHAT: New or old, back-office systems often fall short when it comes to automating and supporting the breadth and depth of the underwriting and agent/broker collaboration. During this informative online event, Smallwood will guide the discussion about the business and technology capabilities needed for carriers to grow their business and improve profitability via underwriting automation, discuss where the human touch remains essential, and provide clarity about:

- The systems that really grow the book of business – and profitability
- How insurers are becoming more agile in order to seize new opportunities
- How to decide when you need an underwriting management system, a policy system and/or content management system
- Ways that policy, content and underwriting management systems can work together to achieve underwriting profitability and market success

WHEN: Wednesday, November 9th – from 2:00 to 3:00 p.m. Eastern

WHERE: Register today at <http://www.firstbest.com/underwriting-myths-cws.htm>

FirstBest Systems, Inc.

[FirstBest® Systems](#) delivers insurance software solutions that help global insurance companies improve underwriting profitability, scale their business and achieve high service levels with agents. The proven [FirstBest Front Office Suite](#) includes modular [agency upload](#), [agent portal](#) and [underwriting management system](#) applications, with capabilities for [mobile](#) users. Companies such as ICW Group

Insurance Companies, a multi-line super regional insurer, Pacific Compensation Insurance Company, a specialty writer of workers' compensation insurance, and Preferred Concepts, LLC., a national managing general underwriter, 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, from anywhere. For more information, call (888) 863-6095.

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