

BB FIRST BEST

**COLLABORATIVE UNDERWRITING 2.0
FOR COMMERCIAL LINES INSURANCE CARRIERS**

Write more business. Write better business.

FirstBest Systems: Comprehensive Focus on Collaborative Underwriting Success

The insurance business is tough. Price competition is fierce. Premiums are declining. Agents shop around for carriers more than ever. And risks are increasing as carriers take on more business just to break even. So how do carriers address these challenges while increasing their competitiveness?

One company that is exclusively focused on helping commercial lines solve these issues and ultimately drive revenue growth and increase profitability while improving ease of doing business with the distribution channel, is FirstBest® Systems, Inc.

Founded to deliver solutions that transform the underwriting and collaboration process, FirstBest is the leading provider of underwriting 2.0 solutions for commercial lines carriers. FirstBest has grown to support over 3,700 agencies and process more than \$1.8 billion in premiums annually.

Leading insurance firms such as AMERISAFE, Inc. (NASDAQ: AMSF), ICW Group of Companies and Beacon Mutual Insurance Company have deployed FirstBest solutions to expand their book of business, achieve greater speed and agility, and enable real-time agent and underwriter collaboration.

“The number of accounts we get through the door is up 93%, which confirms for us that agents do appreciate ease of doing business. Our quote count is up 80%, and our bind ratio is up 28%.

Paul Zamora
SVP of Underwriting
ICW Group

Solutions Built Around Insurance Industry Requirements

Our innovative, industry standards-based products are developed and supported by FirstBest experts who have in-depth experience in enterprise software development and the insurance industry. FirstBest’s suite of underwriting and agency-carrier collaboration products includes:

- **FirstBest Underwriting Management System (UMS)** – FirstBest’s flagship solution combines a next-generation underwriting workstation and a business analyst workstation with a Web 2.0 agent portal for comprehensive underwriting workflow and real-time carrier-agency collaboration.
- **FirstBest Agent** – A complete point-of-sale portal facilitates both new business and renewals, and provides rich functionality for increased carrier-agency communication, including dynamic supplemental data, shared documents, notes and email notifications.
- **FirstBest Application FormReader (AppReader)** – An automatic form image translator transforms an ACORD form PDF or image into XML and allows instant upload directly from agents’ desktops to the carrier, regardless of Agency Management System.

Capturing More Business While Lowering Underwriting Costs and Improving Ease-of-Doing-Business with Agents

FirstBest solutions enable you to transform your underwriting collaboration by achieving several strategic business improvements, such as:

Taking on More Business with Existing Resources.

Automation, rules and workflow improve agent and underwriter productivity. You'll be able to handle greater volumes without increasing headcount. With an automated, fast referral and endorsement process, you can generate new rules to match your changing risk appetite.

Getting Closer to Your Agents. A real-time, easy-to-use collaborative platform enables you and your agents to work as a team with tools such as chat, screen sharing, email and alerts. FirstBest combines Web 2.0 agency capabilities with a new business submission system and rich underwriting workflow. You'll attract more agents by making it easy and profitable for them to do business with you.



Ensuring Underwriting Consistency. With underwriting discipline and knowledge management that includes underwriting rules, letters of authority and referrals, you'll be able to drive consistency and best practices throughout the process. Every underwriter can be as good as your best underwriter as they automatically feed knowledge into the system as they work. Training of new underwriters is also easier because system displays "checklists" to underwriters as they evaluate risks.

Speeding Introduction of New Products, Entry into New Markets.

FirstBest's configurable and easy-to-use software enables you to change fields, values, questions, screens, risk selection, editing rules, assignments, credits and debits and even straight-through processing without

programming. Because it's Web-based, you and your agents can access FirstBest from anywhere, 24x7. With this flexibility, you'll be able to easily and quickly enter new markets and introduce new products.

Reducing Your Risk. You can match price to risk, enabling you to capture more business and increase the quality of submissions. Enforce predictive/loss development models, tier risk according to corporate model, and identify high hit ratios by specific territories, price deterioration, overexposure in specific markets, catastrophic events, and more. And through integrated predictive analytics, you can achieve precision risk selection and pricing to compete for the right risks—and avoid the bad ones.

Gaining Better Visibility. You and your agents will have real-time business visibility into the book of business and underwriting process. As an underwriter, you can see hit your ratios vs. goals on a daily basis and your agents can check the status of your submissions to a carrier and collaborate with your underwriter as needed. Your managers can see across all lines of business, react in real-time, and deploy a true enterprise underwriting strategy.



The Dashboard provides an user-configurable view into key metrics and how the organization is performing against them.

"We selected FirstBest to help us better communicate with our agent community and help increase the volume and throughput of our submissions. UMS will improve agent collaboration, visibility and service—key aspects of continuing to grow our business profitably.

Geoff Banta
Chief Operating Officer
Amerisafe, Inc.

Working with FirstBest: Fast Deployment with Successful Outcomes

High-performance teams and an agile development process deliver FirstBest solutions, reducing carriers' implementation risk and cost while ensuring successful, on-time, on-budget projects.

Powerful configuration capabilities, open software architecture and industry-standard protocol support of FirstBest solutions facilitate ease of integration with existing systems and faster implementation.

Flexibility to choose FirstBest UMS for comprehensive underwriting support and agency collaboration or FirstBest Agent or FirstBest Application FormReader as stand-alone solutions with the option to easily upgrade to UMS.

Full range of services such as business requirement analysis, integration, configuration, training and more are provided by FirstBest's professional services insurance industry experts.

FirstBest delivers its solution in a managed production environment, which includes continuous production support, monitoring, upgrades and optional hosting.

"Beacon Mutual conducted exhaustive market research and in-depth reviews of agent portal solutions before selecting FirstBest to power our agent interactions. Not only did FirstBest offer proven technology, stellar references and an experienced high-caliber team, they also gave us confidence in their ability to meet timelines.

Robert DeOrsey,
VP of Underwriting
Beacon Mutual

All solutions are built for easy configuration and utilize standards-based technologies, including a business analyst workstation, business rules engine, and interactive Web services. An unmatched array of pre-loaded insurance content by line of business is also included.

Customers can participate in a FirstBest customer council to help shape strategic direction of product development and share best practices and challenges with industry colleagues.

"An underwriting workstation provides enhanced electronic ordering and receipt of risk assessment data, improves electronic evaluation of data, and includes real-time underwriting status features and electronic communication with agents. The workstation tracks underwriting decisions as they are made, which helps the insurer respond quickly to underwriting trends or changes in risk exposure, and properly train its underwriters. [It] also provides collaboration between distribution channels and underwriters, as well as business intelligence and analytics, in underwriting processes."

Stephen Forte,
Research Director
Gartner

To learn more about how we can help you, please visit us at www.firstbest.com/solutions or contact us at 888.863.6095 or marketing@firstbest.com.

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