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The LifeSpeed Platform: **Order Entry for Life Insurance**

Intuitive. Comprehensive. Easy-to-use.

Summary

What's one of the biggest obstacles preventing agents from tapping into the vast market of under-insured middle America? What same obstacle inhibits life sales in established markets? Complex paper forms and applications – and the inherent expanses of time and overhead required by paper-oriented business models. Continuing with paper environments means taking chances with your costs, efficiencies, and customer and agent satisfaction.

EbixExchange's LifeSpeed Platform eradicates paper-based obstacles, which delay and derail policy sales. By putting the life insurance application process into a convenient, purely-electronic format, LifeSpeed

- Eliminates the challenge of tracking paper applications through numerous third-party providers, and
- Greatly reduces application error rates.

With LifeSpeed agents are able to view the status of requirements during the underwriting process and have the flexibility to engage in the level of features most appropriate to them, ranging from simply "dropping a ticket," to completing both Parts A and B of an application.

LifeSpeed simplifies and enhances the order-entry process for selling life insurance policies, thus enabling insurers, broker/dealers, and agents to achieve greater processing efficiency.

The EbixExchange Experience

Why is EbixExchange your firm's smartest choice for an electronic order-entry solution for life insurance? Because we've done this before.

LifeSpeed is offered by EbixExchange – the same provider who pioneered online order-entry for annuities with the AnnuityNet Platform™ in 2001. AnnuityNet has proven EbixExchange's ability to offer a robust, reliable, and mature platform that is also flexible to meet firm's unique business rules.

Continued on Next Page

Proven Results with AnnuityNet

EbixExchange has become the industry standard for annuity processing, and **each month** EbixExchange currently processes across the AnnuityNet Platform

- 20,000 annuity transactions
- \$2.5 billion in annuity premium
- 34% of the total annuity volume in the U.S. brokerage sector
- 15% of all the annuity business in the entire U.S. financial institution market space
- 77% of the DTCC's transaction volume

Our Technology

The LifeSpeed Platform is offered under an Application Service Provider (ASP) business model – one that re-engineers the life insurance supply chain with an *online administration* and servicing platform. The ASP model frees users from installing and maintaining software – and also frees companies of the need to purchase and maintain corresponding server hardware. EbixExchange provides and maintains all infrastructure, hosting the application in a secure facility and providing connectivity via secure protocols over the Internet.

Built on best-of-the breed technology, the LifeSpeed Platform is secure, robust, scalable, and redundant.

Why Electronic Order-Entry?

Why is an electronic order-entry solution right for your firm's life insurance sales? EbixExchange asks you several basic questions:

- Are you reaching or exceeding your life insurance sales goals?
- Are regulatory and compliance issues adding costs and new risks to your operations?
- Is the increasing burden of paper-based sales standing in the way of reducing costs and creating efficiencies and profit?

EbixExchange understands the difficulties that paper-based applications and processes as well as increasing compliance and regulatory oversight create for the sale and servicing of life insurance. Our goal is to create **efficiency across the industry** by offering viable solutions that benefit those firms who produce and sell life insurance.

Why LifeSpeed?

The LifeSpeed Platform is a **standards-driven**, **rules-based**, **technology platform** that automates order-entry and compliance oversight of life insurance. Our platform offers your firm complete control over your life business while ensuring that virtually every policy is processed *In Good Order*.

The platform provides an easy-to-use, online life insurance application process that is *error-checked* and *validated against detailed product rules* – in real time – at the point of sale. The application package is then transmitted via the Internet to the insurance carrier where the contract is physically issued.

Standard Functionality

LifeSpeed's standard functionality provides:

- Access to life quotes through the platform
- Use of platform to pre-fill the electronic application
- Fully vetted policy and product rules
- All application information immediately available for review by all parties
- Direct electronic feeds to fulfillment and underwriting via secure protocol

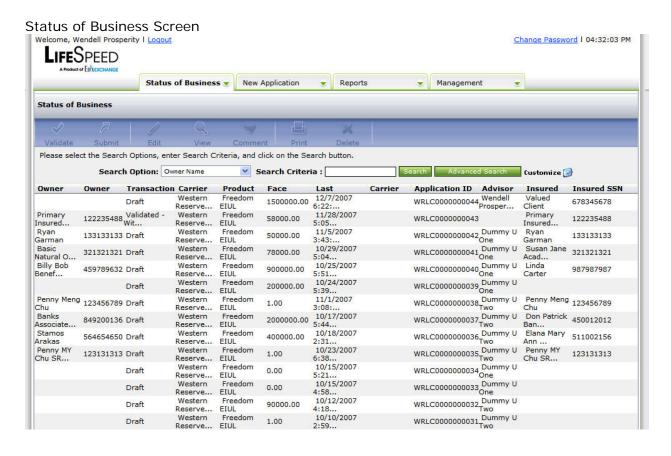
Suitability & Compliance

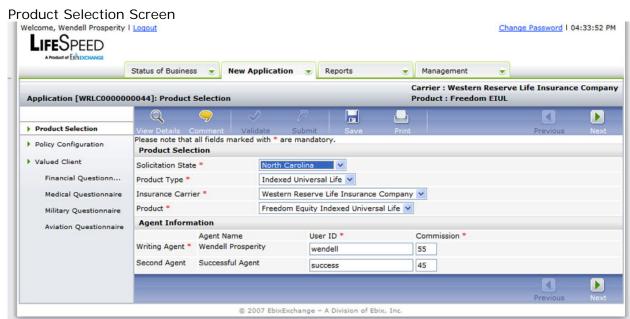
LifeSpeed offers your firm **integrated suitability** and **complete compliance oversight** of life insurance sales. Standard suitability and compliance functionality includes:

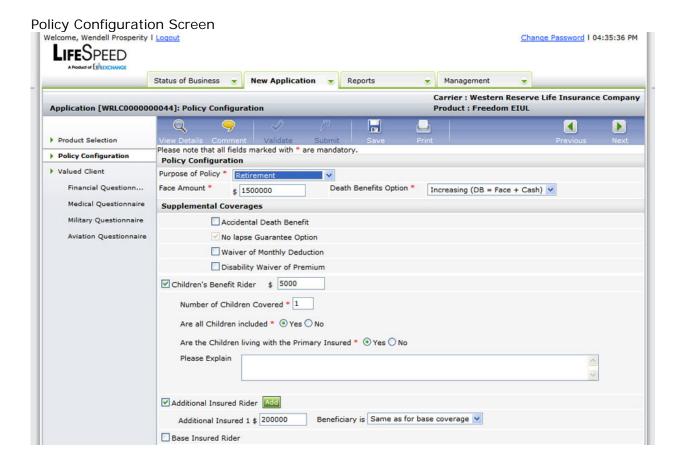
- Configurable suitability workflow: pre-submit, parallel process, and post-submit
- · Configurable intra-transaction workflow
- Customized data entitlements and views
- Post-suitability review data entry

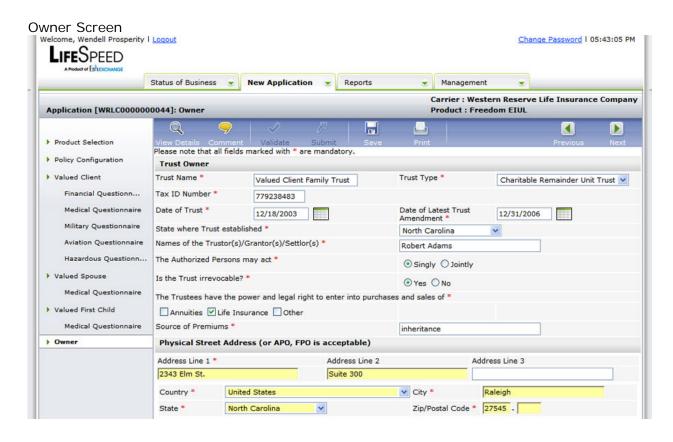
Screen Captures

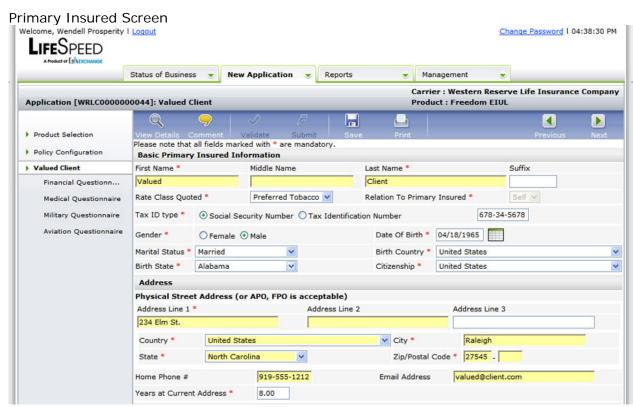
To provide a sense of the navigation and support provided by LifeSpeed, the following pages contain screen captures taken from the platform.

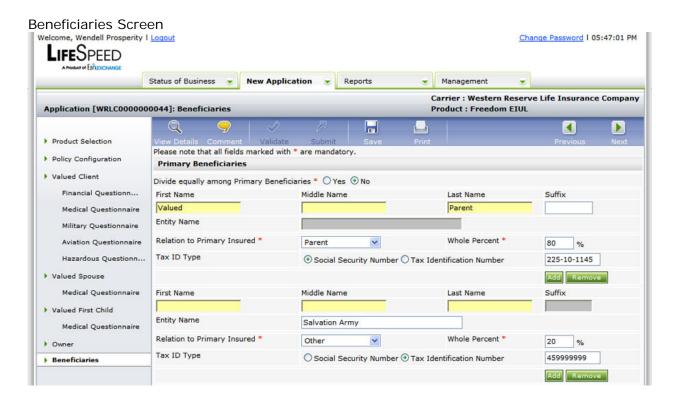


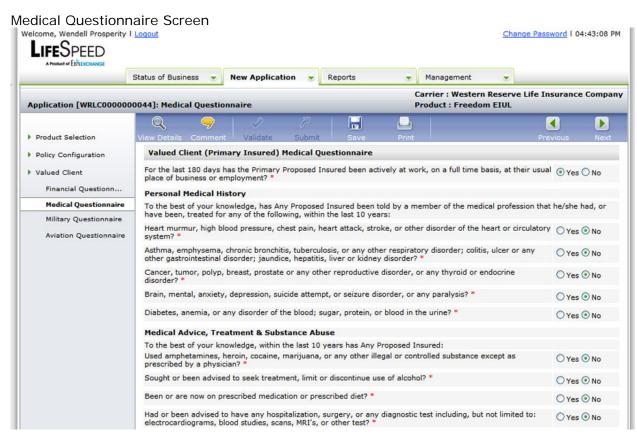


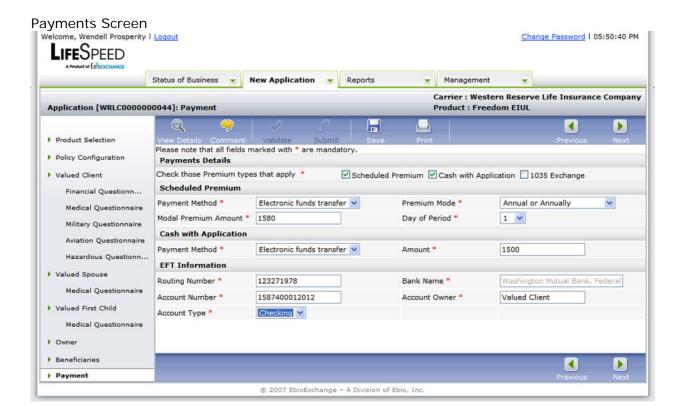


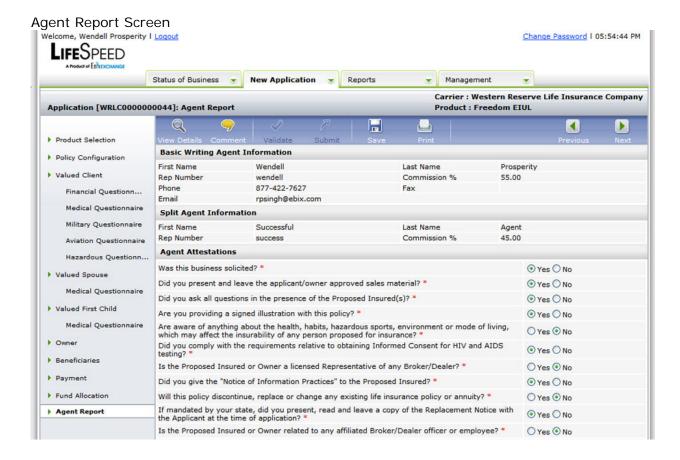












Benefits

While EbixExchange has provided our partners with 98% IGO rates and 50-70% increased efficiency with AnnuityNet, LifeSpeed offers your firm similar quantitative as well as many qualitative benefits for life insurance sales. With LifeSpeed reps and firms will be able to

- Lower cost and reduce policy issuance times,
- Eliminate errors and "Not in Good Order" problems,
- Complete applications faster and route them to appropriate parties for underwriting, and
- · Review case status in real time.

In Closing...

With EbixExchange's LifeSpeed Platform, your firm will enjoy the future of life insurance order-entry and compliance automation – today. For more information, contact EbixExchange@Ebix.com or call 800.682.5202.