

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 expenses 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.

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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.

Status of Business Screen

Welcome, Wendell Prosperity | [Logout](#) [Change Password](#) | 04:32:03 PM

LIFESPEED
A Product of EbixEXCHANGE

Status of Business | New Application | Reports | Management

Status of Business

Validate | Submit | Edit | View | Comment | Print | Delete

Please select the Search Options, enter Search Criteria, and click on the Search button.

Search Option: Search Criteria:

Owner	Owner	Transaction	Carrier	Product	Face	Last	Carrier	Application ID	Advisor	Insured	Insured SSN
Primary Insured...	122235488	Draft	Western Reserve...	Freedom EIUL	1500000.00	12/7/2007 6:22:...		WRLC0000000044	Wendell Prosper...	Valued Client	678345678
Ryan Garman	133133133	Validated - Wit...	Western Reserve...	Freedom EIUL	58000.00	11/28/2007 5:05:...		WRLC0000000043		Primary Insured...	122235488
Basic Natural O...	321321321	Draft	Western Reserve...	Freedom EIUL	50000.00	11/5/2007 3:43:...		WRLC0000000042	Dummy U One	Ryan Garman	133133133
Billy Bob Benef...	459789632	Draft	Western Reserve...	Freedom EIUL	78000.00	10/29/2007 5:04:...		WRLC0000000041	Dummy U One	Susan Jane Acad...	321321321
		Draft	Western Reserve...	Freedom EIUL	900000.00	10/25/2007 5:51:...		WRLC0000000040	Dummy U One	Linda Carter	987987987
		Draft	Western Reserve...	Freedom EIUL	200000.00	10/24/2007 5:39:...		WRLC0000000039	Dummy U One		
Penny Meng Chu	123456789	Draft	Western Reserve...	Freedom EIUL	1.00	11/1/2007 3:08:...		WRLC0000000038	Dummy U Two	Penny Meng Chu	123456789
Banks Associate...	849200136	Draft	Western Reserve...	Freedom EIUL	2000000.00	10/17/2007 5:44:...		WRLC0000000037	Dummy U Two	Don Patrick Ban...	450012012
Stamos Arakas	564654650	Draft	Western Reserve...	Freedom EIUL	400000.00	10/18/2007 2:31:...		WRLC0000000036	Dummy U Two	Elana Mary Ann ...	511002156
Penny MY Chu SR...	123131313	Draft	Western Reserve...	Freedom EIUL	1.00	10/23/2007 6:38:...		WRLC0000000035	Dummy U Two	Penny MY Chu SR...	123131313
		Draft	Western Reserve...	Freedom EIUL	0.00	10/15/2007 5:21:...		WRLC0000000034	Dummy U One		
		Draft	Western Reserve...	Freedom EIUL	0.00	10/15/2007 4:58:...		WRLC0000000033	Dummy U One		
		Draft	Western Reserve...	Freedom EIUL	90000.00	10/12/2007 4:18:...		WRLC0000000032	Dummy U Two		
		Draft	Western Reserve...	Freedom EIUL	1.00	10/10/2007 2:59:...		WRLC0000000031	Dummy U Two		

Product Selection Screen

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Status of Business | New Application | Reports | Management

Application [WRLC0000000044]: Product Selection Carrier : Western Reserve Life Insurance Company
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Product Selection

Solicitation State *

Product Type *

Insurance Carrier *

Product *

Agent Information

Agent Name	User ID *	Commission *
Writing Agent * Wendell Prosperity	<input type="text" value="wendell"/>	<input type="text" value="55"/>
Second Agent Successful Agent	<input type="text" value="success"/>	<input type="text" value="45"/>

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Policy Configuration Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC0000000044]: Policy Configuration **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Policy Configuration

Purpose of Policy * Retirement

Face Amount * \$ 1500000 Death Benefits Option * Increasing (DB = Face + Cash)

Supplemental Coverages

Accidental Death Benefit

No lapse Guarantee Option

Waiver of Monthly Deduction

Disability Waiver of Premium

Children's Benefit Rider \$ 5000

Number of Children Covered * 1

Are all Children included * Yes No

Are the Children living with the Primary Insured * Yes No

Please Explain

Additional Insured Rider [Add](#)

Additional Insured 1 \$ 200000 Beneficiary is Same as for base coverage

Base Insured Rider

Owner Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC000000044]: Owner **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Trust Owner

Trust Name * Valued Client Family Trust Trust Type * Charitable Remainder Unit Trust

Tax ID Number * 779238483

Date of Trust * 12/18/2003 Date of Latest Trust Amendment * 12/31/2006

State where Trust established * North Carolina

Names of the Trustor(s)/Grantor(s)/Settlor(s) * Robert Adams

The Authorized Persons may act * Singly Jointly

Is the Trust irrevocable? * Yes No

The Trustees have the power and legal right to enter into purchases and sales of * Annuities Life Insurance Other

Source of Premiums * inheritance

Physical Street Address (or APO, FPO is acceptable)

Address Line 1 * 2343 Elm St. Address Line 2 Suite 300 Address Line 3

Country * United States City * Raleigh

State * North Carolina Zip/Postal Code * 27545 -

Primary Insured Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC000000044]: Valued Client **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Basic Primary Insured Information

First Name * Valued Middle Name Last Name * Client Suffix

Rate Class Quoted * Preferred Tobacco Relation To Primary Insured * Self

Tax ID type * Social Security Number Tax Identification Number 678-34-5678

Gender * Female Male Date Of Birth * 04/18/1965

Marital Status * Married Birth Country * United States

Birth State * Alabama Citizenship * United States

Address

Physical Street Address (or APO, FPO is acceptable)

Address Line 1 * 234 Elm St. Address Line 2 Address Line 3

Country * United States City * Raleigh

State * North Carolina Zip/Postal Code * 27545 -

Home Phone # 919-555-1212 Email Address valued@client.com

Years at Current Address * 8.00

Beneficiaries Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC0000000044]: Beneficiaries **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Primary Beneficiaries

Divide equally among Primary Beneficiaries * Yes No

First Name	Middle Name	Last Name	Suffix
Valued		Parent	
Entity Name			
Relation to Primary Insured *		Parent	Whole Percent * 80 %
Tax ID Type		<input checked="" type="radio"/> Social Security Number <input type="radio"/> Tax Identification Number 225-10-1145	
Add Remove			
First Name	Middle Name	Last Name	Suffix
Entity Name Salvation Army			
Relation to Primary Insured *		Other	Whole Percent * 20 %
Tax ID Type		<input type="radio"/> Social Security Number <input checked="" type="radio"/> Tax Identification Number 459999999	
Add Remove			

Medical Questionnaire Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC0000000044]: Medical Questionnaire **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Valued Client (Primary Insured) Medical Questionnaire

For the last 180 days has the Primary Proposed Insured been actively at work, on a full time basis, at their usual place of business or employment? * Yes No

Personal Medical History

To the best of your knowledge, has Any Proposed Insured been told by a member of the medical profession that he/she had, or have been, treated for any of the following, within the last 10 years:

Heart murmur, high blood pressure, chest pain, heart attack, stroke, or other disorder of the heart or circulatory system? * Yes No

Asthma, emphysema, chronic bronchitis, tuberculosis, or any other respiratory disorder; colitis, ulcer or any other gastrointestinal disorder; jaundice, hepatitis, liver or kidney disorder? * Yes No

Cancer, tumor, polyp, breast, prostate or any other reproductive disorder, or any thyroid or endocrine disorder? * Yes No

Brain, mental, anxiety, depression, suicide attempt, or seizure disorder, or any paralysis? * Yes No

Diabetes, anemia, or any disorder of the blood; sugar, protein, or blood in the urine? * Yes No

Medical Advice, Treatment & Substance Abuse

To the best of your knowledge, within the last 10 years has Any Proposed Insured:

Used amphetamines, heroin, cocaine, marijuana, or any other illegal or controlled substance except as prescribed by a physician? * Yes No

Sought or been advised to seek treatment, limit or discontinue use of alcohol? * Yes No

Been or are now on prescribed medication or prescribed diet? * Yes No

Had or been advised to have any hospitalization, surgery, or any diagnostic test including, but not limited to: electrocardiograms, blood studies, scans, MRI's, or other test? * Yes No

Payments Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC0000000044]: Payment **Carrier : Western Reserve Life Insurance Company**
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Please note that all fields marked with * are mandatory.

Payments Details

Check those Premium types that apply * Scheduled Premium Cash with Application 1035 Exchange

Scheduled Premium

Payment Method *	Electronic funds transfer	Premium Mode *	Annual or Annually
Modal Premium Amount *	1580	Day of Period *	1

Cash with Application

Payment Method *	Electronic funds transfer	Amount *	1500
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EFT Information

Routing Number *	123271978	Bank Name *	Washington Mutual Bank, Federal
Account Number *	1587400012012	Account Owner *	Valued Client
Account Type *	Checking		

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Agent Report Screen

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Status of Business | **New Application** | Reports | Management

Application [WRLC0000000044]: Agent Report Carrier : Western Reserve Life Insurance Company
Product : Freedom EIUL

View Details | Comment | Validate | Submit | Save | Print | Previous | Next

Basic Writing Agent Information			
First Name	Wendell	Last Name	Prosperity
Rep Number	wendell	Commission %	55.00
Phone	877-422-7627	Fax	
Email	rpsingh@ebix.com		

Split Agent Information			
First Name	Successful	Last Name	Agent
Rep Number	success	Commission %	45.00

Agent Attestations	
Was this business solicited? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Did you present and leave the applicant/owner approved sales material? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Did you ask all questions in the presence of the Proposed Insured(s)? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Are you providing a signed illustration with this policy? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Are aware of anything about the health, habits, hazardous sports, environment or mode of living, which may affect the insurability of any person proposed for insurance? *	<input type="radio"/> Yes <input checked="" type="radio"/> No
Did you comply with the requirements relative to obtaining Informed Consent for HIV and AIDS testing? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Is the Proposed Insured or Owner a licensed Representative of any Broker/Dealer? *	<input type="radio"/> Yes <input checked="" type="radio"/> No
Did you give the "Notice of Information Practices" to the Proposed Insured? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Will this policy discontinue, replace or change any existing life insurance policy or annuity? *	<input type="radio"/> Yes <input checked="" type="radio"/> No
If mandated by your state, did you present, read and leave a copy of the Replacement Notice with the Applicant at the time of application? *	<input checked="" type="radio"/> Yes <input type="radio"/> No
Is the Proposed Insured or Owner related to any affiliated Broker/Dealer officer or employee? *	<input type="radio"/> Yes <input checked="" type="radio"/> No

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.