SmartOffice®

Agency Management for IDA and MGA Firms

PROVEN IN PRACTICE

Product Overview

> The #1 solution for driving the success of your business

SmartOffice®

Ever hear of a top producer who *didn't* demand a lot of service?

GET SMART

Is your agency able to effectively manage valuable business relationships and critical transactions using a single, integrated system?

Your relationship management skills are tested every day. With one hand, you need to manage and deepen your existing relationships with key advisors and aligned distribution organizations. With the other, you need to constantly initiate new relationships with promising new producers.

At the same time, your back office has to process business fast — without eating up your profits.

How can you possibly get all this done... and outperform your competition?

To do it all, you need SmartOffice for Agency Management — the industry's only web-based integrated marketing and case management system. Built on nearly two decades of experience addressing the unique requirements of General Agencies, SmartOffice integrates your back and front office to help you strengthen producer relationships and control back-office costs.

The result: operational excellence and greater top-line revenue

SmartOffice® for Agency Management

SmartOffice for Agency Management helps automate, standardize, and streamline the entire agency management process to achieve unsurpassed security, compliance, confidentiality, and reporting.

New Business Processing

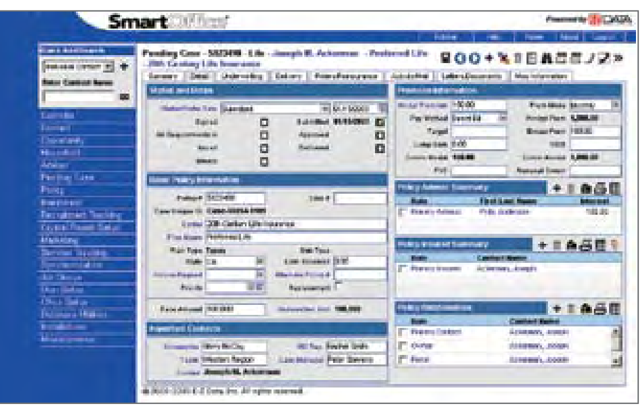
- ### New Business/Pending Case Management

Streamlines processing of new business and automates the tracking of pending case status. Can be configured to include requirement ordering, and status updates, and always offers comprehensive case management reporting. SmartOffice reduces the time your staff spends playing telephone tag with carriers, and saves valuable staff time by allowing 24x7 status access by advisors.

- ### Pending Case Downloads

Carrier status downloads are powered by E-Z Data's integration capabilities, and are downloaded directy into SmartOffice. Case Mangers can accept all Home Office updates automatically or use side-by-side processing to manually validate new data. The system may be configured to continually refresh carrier data feeds, ensuring that your agency has the most accurate and up-to-date information.

- ### Commission Accounting



Manage pending cases, including underwriting requirements and activity. Integrated electronic updates from leading insurance carriers (as available) to increase the efficiency of agency operations.

Tracks carrier commissions through standard or custom payment scenarios, including unlimited hierarchies and tracking across distribution channels. Tracks commissions due, commissions paid, supplemental payments, and override splits. Commission feeds from carriers may be easily imported to facilitate automated reconciliations. Full export capabilities provide integration with existing legacy systems and third-party accounting systems.

- ### License & Contract Tracking/Compliance

Offers complete management of your advisors' compliance requirements. Automatically checks each case submitted for advisor license and appointment status and contracting. Helps log and track issues and their resolution, and produce compliance reports.

- ### Carrier and Plan Data

Handling available carrier and product data feeds is an inherent and well proven E-Z Data and SmartOffice capability. As an early participant in the ACORD movement, E-Z Data has been an active pioneer in North America in streamlining insurance industry business processes. This legacy means that E-Z Data does more than just talk a good story when it comes to supporting the evolution of collaborative processes throughout the Canadian insurance value chain from carriers, through agencies, and to advisors. We can handle any type of data feed or collaborative interaction using industry standard formats as they emerge in Canada or even any interim ones can be easily accommodated. Whenever you and the Canadian industry are ready, we are ready for feeds, and more.

MOBILE SOLUTIONS

Need access to data from the road?

Choose SmartOffice – Mobile.

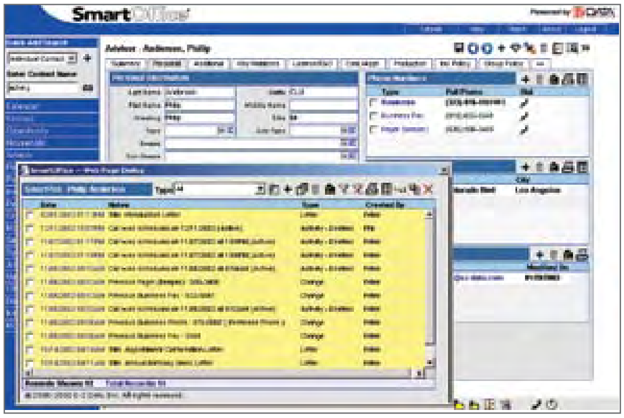
SmartOffice – Mobile Notebook

is a robust and complete mobile solution for occasionally connected users. The solution allows disconnected users to add and modify records while on the road, and then synchronize them back to the SmartOffice database when re-connected. Developed as a Microsoft Windows®-based desktop application, it shares a common user interface with the SmartOffice application.

SmartOffice – Mobile Device

solutions are available for most popular mobile devices used in Canada. In addition to your complete calendar of activities, they provide the contact information you need to be productive, including name, address, phone, email address, business, title, and more. Better still, SmartOffice – Mobile Device offers the ability to download investment and policy information; add or modify contacts, calendar activities, and notes; and even schedule a letter to be sent. Synchronization is supported via your cradle, the Internet, or a wireless connection.

Some features may require an additional subscription fee.



Integrated contact management provides a complete history of each relationship, enabling your firm to deliver consistent, superior service to every advisor.

Contact Management

• Client and Account Tracking

SmartOffice provides detailed client/case/advisor tracking to help build trusted relationships with your clients. It helps manage and utilize valuable information such as personal, family, business, key relations, and household policy data. Integrated SmartPad™ tracks each activity and interaction, capturing notes, email text, appointments, phone calls, and more.

• Activity Tracking & History

Helps schedule and track the history of all client/case advisor activities. Log appointments, phone calls, projects, and associated action items. Includes optional prompts for scheduling follow-up actions. Managers can schedule events for their staff, including assignments, team meetings, and other critical business events. Auto-alerts provide call and appointment reminders.

• Calendar/Time Management

The SmartOffice calendar is a full-featured time management tool that includes day, week, and monthly views, group and resource scheduling, and appointment and event planning. Quickly view unfinished and overdue projects, print a daily, weekly, or monthly itinerary, or find a block of time available for a team meeting.

• Microsoft® Outlook® Integration

Synchronizes Outlook calendar, contacts, and email with SmartOffice. In addition to a complete history of phone calls and appointments, incoming and outgoing emails are posted to the contact's SmartPad, building a complete and centralized interaction history.

• Document Tracking

Captures and logs both electronic and scanned documents, attaching them to the case or the contact. Supports virtually all Windows-compliant document and image file types. A single click launches any attached file.

• Advanced Searching

Seach for individual or business by partial name, lead source, phone number, or other identification. Supports a multitude of additional fields including city, province, postal code, policy number, account number, and more.

• Auto Actions and Alerts

Helps users create and complete activities based on predetermined criteria. Alerts user to important dates such as birthdays or license renewals. Automatically queues-up letters to be sent when predefined conditions or dates occur, eliminating costly delays and improving customer responsiveness.

Marketing

• Marketing Profiling & List Management

Generates target lists by cross-referencing various kinds of producer information using dynamic filters and customized sets. Kick off targeted marketing campaigns via mail, email, call-downs, etc., to help drive future business.

• Campaign Management

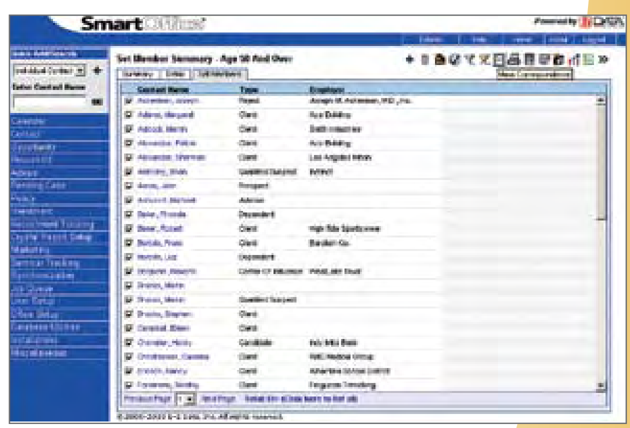
Helps track and measure the impact of each marketing campaign. Easily track the elements of the campaign, including the supporting materials, events, etc., and assess campaign effectiveness by leads generated, who they were assigned to, where they are in the sales cycle, and whether they have closed.

• Management Reporting

Standard and custom management reports provide visibility into operations. From the amount of selling activity taking place, to the flow of pending cases through the agency, to the underwriting experience and placement ratios with their respective carriers, management can gain an understanding of where to focus their attention.

• Mass Email/Direct Marketing

From your marketing list, generate and print mail merge letters or broadcast email/fax based upon client/prospect preferred communication method. A messaging queue handles requests and feeds.



Profile your ideal marketing targets. Initiate marketing campaigns to drive more business.

Optional Modules

> SmartView for Advisors

Add an advisor portal to your website that provides live pending case status and underwriting updates. Advisors access their information via user ID and password, eliminating the need for time-consuming telephone calls.

> SmartSeminars

Manage marketing and other seminars by coordinating all resources, outreach, and target lists. Assign and track tasks by user, maintain waiting lists, and track RSVP status by invitee. Report on follow-through and customer acquisition per seminar.

> SmartLeads

Manage the distribution of sales leads from your seminars or campaigns out to your advisors. Measure the effectiveness of marketing campaigns by tracking follow-up and successful close of new business. Reassign aging leads to ensure timely follow-up.

> SmartRecruiting

Automate, standardize, and streamline the entire advisor or AGA recruiting process. Track recruits through each step of the recruiting process. Create position-specific recruiting processes and manage recruiting goals via pipeline reports. Track and record all pre-contracting and licensing preparation information and all recruiting correspondence. Integrated with calendar and activity management.

Financial Advisor Features

> SmartPolicies

Allows tracking of Life, CI, DI, Supplemental Health, LTC, and even a variety of P&C policies. View policy information globally or by individual, group, or household. Easily track the purchase or sale of subaccount shares for universal life policies.

> SmartInvestments

Advisors can track cash accounts, traded securities, mutual funds, segregated funds, registered and non-registered accounts,, real estate, personal property, etc., via investment-specific screens. List positions globally, individually, by household, or by security master. Automatically update security prices via subscribed pricing services.

Data Conversion

E-Z Data has the experience to help convert your data accurately and completely, so you can be up and running on your new system as quickly as possible.

When your existing database contains irreplaceable client history, upgrading to a new software solution can be daunting. To make your upgrade to SmartOffice® as smooth as possible, E-Z Data provides packaged service offerings coupled with proven software utilities to make your transition headache-free.

E-Z Data conversion utilities include:

- **Turnkey conversion of client, policy, and investment data, as well as notes and activities**
- **Pre-configured conversion routines for importing data from a variety of commercial applications**
- **Experienced resources that deliver complete, accurate, custom conversions from other commercial or home-grown systems**
- **An integrated conversion wizard designed to provide users with a step-by-step guide for completing any additional data conversion**

For non-standard conversions, SmartOffice provides a simplified ASCII import utility for contact records. This utility supports conversion from most contact management systems. Applications containing more complex data, such as those that allow the user to customize data entry forms, may require custom conversion scripts and can be managed by E-Z Data's experienced conversion services team.

How do I get my data into SmartOffice?

SmartOffice is designed to facilitate data transfer using data import/export and data conversion tools:

- **Import/Export**
  Import features allow users to easily import Contact, and Lead records. SmartOffice automatically adds entries and contacts, creates call activities linked to specific contacts, and assigns new contacts. Exports are available from any generated list, provided security rights have been granted.
- **Data Conversion**
  Available standard data mapping with leading programs enables fast, accurate data conversion from your existing system. Our team of conversion specilists can handle any database, including VirtGate, CPU Tracker, ADX, Univeris, Winfund, Contact Partner, Goldmine, Microsoft Outlook, and others.

SmartOffice is offered both as a software solution installed in your environment or as an online solution managed in our world-class Canadian hosting facility. Either way, your business will benefit from the most comprehensive system available to address the unique needs of your financial services organization.

To learn more about how SmartOffice can help you take your business to new heights of success, visit www.ez-data.com or call us at 866-568-9809 ext.7350.

SmartOffice® Online

SmartOffice Online offers all the benefits of a web-based, enterprise-class CRM solution — without the burden or cost of managing software and servers.

SmartOffice®

SmartOffice combines relationship management, business process management, and the power and flexibility of web-based, enterprise-class CRM to deliver an integrated solution for your business.

SmartOffice® Enterprise

The industry-standard CRM solution for Insurance and Financial Services, *SmartOffice Enterprise* drives the effectiveness of all distribution channels, enabling financial advisors, wholesalers, agencies and dealers to orchestrate their efforts using a single, integrated platform.

E-Z DATA™ INCORPORATED

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