

IMPLEMENT NEW GROWTH STRATEGIES WITH CONFIDENCE. BUILD PRODUCTS AND MONITOR SALES STARTING AT THE INITIAL PRODUCT LAUNCH. UNDERSTAND THE DEMOGRAPHICS OF THE MARKET. MANAGE GOALS AND MEASURE RESULTS. IDENTIFY POTENTIAL MARKET EXPANSION OPPORTUNITIES.

The iPartners Solution provides marketing an easy to use reporting environment that can eliminate time consuming steps in the marketing process and improve results. With the Insurance Scorecard you will have immediate and increased visibility into the performance factors that drive your success including:

- Production analysis for specific products and timelines
- Growth development for more focused resource management
- Loss experience by product territory or agency
- Analysis to help assess regulatory impact in geographic areas
- Early discovery of emerging trends



iPartners provides your team with quick & easy access to information that can help determine where to focus your resources for optimum growth. With iPartners your entire marketing staff, from management to your field representatives, will become better informed with direct and immediate access to accurate, actionable information.

"Today we are so much more successful at reaching our goals and developing our strategies. The iPartners system is an irreplaceable tool helping us determine where the markets are and where we want to be."

*- Erick Billue, Marketing Manager,
Builders Insurance*

- Review agent sales online by line of business or geographic distribution including premium volumes, policy counts and loss experience for agent reviews.
- Actively manage your growth by monitoring market fluctuations for a quicker response to market opportunities and better competitive positioning.
- Eliminate paper reports and tedious data compilation activities through online data availability.
- Answer agents' questions on the spot without lengthy research.
- Determine profitability by line of business or territory.
- Develop new markets based on easily accessible historical information and performance data.
- Work interactively with underwriting and claims on new product launches or emerging problems knowing the data and formulas you are using are consistent and accurate.
- Create comparative analysis to help drive performance and set objectives for field representatives and agents.
- Launch new products and have performance data available without waiting for months.
- Know the products that are driving your growth.

For more information on how iPartners can provide your marketing team with the information they need to develop better and more successful market strategies contact us at (888) 618-8360 ext 220 or visit our website at www.ipartners.net