

Case Study

Life Insurer Taps SE2 to Offer Career Agents Sophisticated Technology to Sell Variable Annuities

Client

Life insurance organization.

Client Offering

Career Agents (CAGS) system.

Abstract

Following a very successful effort to stand up the third party distribution group for annuities for the insurance organization, the model was proven out so successfully that SE2 was again called in to provide the same capabilities to the firm's career agents. Because it had validated the overall business model with the third party distributors, SE2 was able to stand up the career agents' system in less of the time and with less risk than the insurer would have been able to do on its own.

About the Client

In addition to offering life insurance, the insurer also provides a variety of other retirement-related products and services, including annuities.

Business Challenge

When the life insurance company re-launched its third party distribution for annuities and had made significant investment of time and resources proving the business model, it found that while successful, the third-party distribution channel presented the organization with additional challenges.

Once the organization's third party distribution was up and running efficiently, the insurer then wanted to offer the same capabilities to its career agents. For example, the firm was able to get products to market much more quickly for third-party distributors than it was for legacy-bound career agents. And every time the insurer launched a product for its third-party distributors, it had to launch the product within its legacy systems as well, creating a great deal of complexity.

The insurer knew the set-up process would take considerable time and involve significant disruption to its business. It was essential for the insurer to minimize its exposure and risk – and speed up the process

SE2's Solution

SE2 was able to stand up an entire administration ecosystem when it re-launched the insurer's third-party distribution channel. Because it had proven the business model, SE2 was able to leverage the technology already in place for the career agent channel – including the operations center, business integration and licensing and appointment.

The insurer quickly brought SE2 into its product development lifecycle. The partnership was a good fit because SE2 has an agile methodology and the insurer wanted to be as flexible as possible. The process was so successful because the insurer follows an iterative product development process, and SE2 was able to provide continuous feedback on the firm's product while suggesting modifications.

Results

SE2 stood up the system more quickly than the insurer could do on its own, and with less risk and disruption.

“We were able to get the insurer's career agents the same advanced capabilities as the third party distribution group, and we brought it to them better, faster and cheaper,” says Eric Rea, SE2 President “We proved our model once again and we were awarded additional similar projects due to the success of this effort.”