

# A Solid Partnership

Eric Rea, president of se<sup>2</sup> said the company has a long history in serving the annuity market. “Our heritage is from an insurance carrier which provides us with a deeper understanding of market needs. Our clients appreciate that we have decades of experience launching innovative annuity products and servicing annuities for active distribution.” The following are excerpts from that interview.



Advance your world.



Tailored solutions to meet specific needs

Commitment to transparency

Extensive insurance background

## ERIC REA

President, se<sup>2</sup>

“We measure our success by whether we have helped our clients achieve their goals. se<sup>2</sup>'s role is to partner with companies in a manner that creates value, through thought leadership, by lending our expertise. We provide advanced technologies and enable our partner insurance entities to capture their market by serving their annuitants better and by helping their distributors achieve their sales goals.”

### Why are insurers looking more towards the annuity market:

Insurers who have a large portfolio of annuities are feeling the pressure of the low interest rate environment; especially those with substantial guarantees. This shift away from life and annuity business has created an opportunity to find low cost options for large-scale administration of the closed life and annuity blocks of business. As direct writers exit the annuity space, other carriers are looking to fill the void by launching new annuity products. This select group of well capitalized insurance carriers are discovering opportunities in the annuity space and are actively launching new products.

### How technology can help insurers capture this market:

Technology can play a critical role when it creates a customer differentiation solution. Technology is useful when it helps the end customer, whether it is the contract holder or the distributor. We're seeing a lot of interest in creating innovative web services, such as e-commerce capabilities like online trading tools that help to better serve both the distributor and the end customer.

### Why technology that's quick and nimble is important in this space:

I think the way boomers want to employ technology is changing. Technology with the ability to quickly respond to these needs is an opportunity to better serve the customer in ways that engage the insurance carrier and garner barriers of entry for the carrier. Successful carriers recognize these trends and se<sup>2</sup> is helping them employ the technology that capitalizes on these opportunities.

### How se<sup>2</sup> is addressing these needs:

We are investing in and employing innovative technology to provide services that directly affect the end customer with intuitive web services like e-application, e-delivery, STP and other online services. Our tools assist the carrier so that they may serve and manage their business better. This can range from automating transactions to provide information on demand to track sales and view analytics.



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