

# Vision

Imagine a single platform with a unified record structure which allows for:

- Deeper analytics
- Fewer data collection points
- Enhanced collaboration, and
- Automated non-revenue generating tasks
- Informing you of next steps, rather than record what already happened
  - which members are performing the best
  - which carriers are performing the best
  - which unsold quotes across the enterprise are coming up again
  - which customers have cross sale opportunities, or
  - which customers are most likely to shop at renewal

# About EZLynx



- Pioneered real-time rating in 2003 and predictive analytics for policy management in 2013 with now 53% of all agencies (including 108 networks) relying on EZLynx to automate their businesses.
- Only privately held national agency platform w/ no debt
- Interfaces for agents, consumers and/or roll-your-own InsureTech service oriented architecture
- New EZLynx for MAPs in Beta (parent and member commissions, member management, carrier management, policy distribution to members, and more)

# ONE PLATFORM<sup>®</sup> for the Complete Customer Life Cycle

