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New release from TIA empowers insurers to bring new insurance products to market faster

Enabling smarter handling of product variants, sales channels and multi-brands

COPENHAGEN – 01-10-2012 – TIA Technology, a leading provider of a standard software solution for the global property/casualty insurance industry, has released its latest version, TIA 6.4. This release empowers insurance companies to bring new insurance products to market quickly by delivering faster product variant capabilities and enhancing multi-branding functionality. TIA 6.4 gives insurance businesses a faster way to respond to the market, create smarter products and gain more control and security over their IT system.

“This release really helps insurers to get closer to their customers by matching demand in a timely and personalized manner and significantly reducing time to market of new products. This is a must for any insurer wanting to stay ahead in today’s consumer-driven market place.” says **Liselotte Munk, CEO of TIA Technology.**

TIA 6.4 adds new features such as product variants, multi-tariffs and multi-site functionality that help insurance companies become more agile and respond quickly to new opportunities.

Smarter and faster products to reach today’s consumers

This latest release includes an enhanced product variant feature that enables insurers to quickly create new alternative products based on one core product. Product variants can be created twice as fast as before – with slight modifications to accommodate multiple brands or other sales channels. Now insurers are able to respond quickly to changing market trends, take advantage of new and different sales channels and approach different consumers with diverse and more personalized products faster – rather than having to start from scratch every time.

Run multiple business units from a single TIA database

The TIA multi-site feature enables insurance companies to run several brands or companies from a single TIA installation, helping insurers who are expanding, merging or acquiring new business, increase efficiency and centralize information. TIA is a scalable solution that adapts to insurers’ needs – and, being able to manage multiple brands or companies from a single database, significantly increases control across the organization and reduces IT license and maintenance fees.

Gain more control over your IT platform

TIA 6.4 delivers several new features which provide increased security and control. Pre-defined rules, hierarchies and data segregation help control who can see and change data, ensuring greater security of policies and less risk of error.

Other new features such as bulk update account items, authorization tool/workpad referral and cascading hold on account items help increase productivity and streamline operations for administrative users.

TIA plans to release version 7.0 in December 2012, which will include a completely new user interface. The TIA software application is customer-centric, easy and open, and cost-effective to implement, while constantly delivering new best in class functionality.

Join our global Webinars for more information on October 17th and 25th and learn more about the main new features of TIA 6.4. Register on www.tiatechnology.com.

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About TIA Technology

TIA offers the industry's most flexible and comprehensive integrated suite of core insurance applications for property/casualty and composite insurers. Awarded the XCelent 2011 Customer Base Award for more than 60 customers and 30.000 daily users in 30 countries, TIA helps insurers across the globe to respond faster to market changes, reduce risk, maximize results, boost productivity and deliver the best possible customer experience. Built as a modern customer-centric software package, TIA is simple to deploy and customize for any line of business. In addition, the TIA solution easily integrates with any system and scales across languages, organizations and channels. The global TIA partner network of more than 1000 implementation specialists provide local knowledge and specialized solutions while securing fast, on-schedule and within-budget implementations.

Speed up your insurance business.

<http://www.tiatechnology.com>