Press Release

For immediate release

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TIA Technology Brings Insurance Companies a New Way to Work with Their Customers

Latest TIA 7-series software solution sets new standards of usability and customer value for insurance companies

Copenhagen, Denmark – 15 January 2013 – TIA Technology announces the availability of TIA 7-series – a new generation software solution that will change the way insurance companies work with their customers.

Delivering on the TIA Technology commitment to helping insurance companies get closer to customers, the TIA 7-series solution sets a new standard for what an easy, open and customer-centric insurance solution can be. This innovative and comprehensive insurance solution enables insurance companies to keep customers satisfied longer, launch compelling and competitive products, while empowering their insurance agents and sales channels to work more efficiently.

"The insurance market is more competitive than ever, and insurance companies can no longer afford business as usual," says Liselotte Munk, CEO at TIA Technology. *"To stay profitable, insurance businesses must be able to meet market demands for superior customer service, faster time to market, better products and pricing, and more distribution possibilities – and do so in a cost-efficient way. Our new TIA 7-series does all that – and more."*

Enrich the Customer Experience and Boost Customer Retention

The TIA 7-series release includes a new user interface that keeps the customer up front and in focus all the time, so employees can deliver better service. A 360-degree customer engagement overview provides a context for any interaction the employee has with their customer – throughout the application.
A customer-centric navigation panel gives employees one-click access to the tasks associated with that customer. Employees can even view and work with several customers at the same time via tab pages which provide a summary of customer transactions.

Improve Operational Efficiency

Intuitive role-specific Homepage and personalized workspaces boost efficiency. The Homepage displays recent customer data, workflows, customer-centric navigation possibilities and performance indicators – and is easy to access. Workspaces can be personalized for and by each user.

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The TIA 7-series solution incorporates the most common requirements and enhancements requested by TIA insurance-organization customers and their 30,000 daily users. This gives insurance companies easy access to the best practices necessary to run an efficient insurance company and deliver operational excellence for any line of business, geography and company size.

Reach your customers

The system is prepared for direct integration with external tools, such as Google Maps, or other external data sources that help employees make more informed decisions, promote more relevant products and work more efficiently. It's also easy to turn areas of your back-end solution into self-service areas that your customers can use for straight-through processing. In this way, you can extend your solution to whatever platform your customers are using, be it mobile, web clients, an iPad or other device.

Take Advantage of Easy Integration, Customization and Upgrade Capabilities

Built on the powerful Oracle Fusion stack, the TIA 7-series solution offers unprecedented customization capabilities. It includes all the benefits of a modern, open and integrated platform, making it highly scalable and easy to integrate, configure and upgrade – especially important for insurance businesses with strategies for growth through better customer service and increased customer retention.

"The TIA 7-series solution is a key pillar to our business growth strategy," said Eimear O'Broin, Director – IT & Operations at FBD, a leading property and casualty insurer in Ireland. *"We selected the TIA 7-series solution on the basis that it would provide us with the rich integrated functionality and product configuration capabilities we need. But more importantly, we anticipate that the TIA 7-series will enable us to get closer to our customers, so we can be more responsive to the market and to our customers' changing needs."*

About TIA Technology

TIA Technology offers the industry's most flexible and comprehensive integrated suite of core insurance applications for property/casualty and composite insurers. A proven solution with more than 60 customers and 30.000 daily users in 30 countries, TIA helps insurers across the globe to get closer to customers through operational excellence, superior sales and service and exceptional product leadership. 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. **www.tiatechnology.com**

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