



## **INSURANCE TECHNOLOGIES ADDS COMPREHENSIVE ANNUITY PRODUCT DATA FROM BEACON RESEARCH TO ITS VISIBLECHOICE™ SALES PLATFORM**

### **VisibleChoice™ is now the first sales platform to include all types of deferred annuities**

COLORADO SPRINGS, Colo., Feb. 16, 2010 — Insurance Technologies LLC, the premier provider and industry innovator in the creation of product comparison, compliance, suitability and point-of-sale software for the insurance, financial services and brokerage industries, today announced the addition of a fully comprehensive set of annuity data for product feature comparisons in its VisibleChoice™ annuity sales platform.

Annuity data from Beacon Research, the leading aggregator of comprehensive annuity data, will be used within VisibleChoice and updated daily to allow financial advisors at banks, broker-dealers, wirehouses and other distributors to run side-by-side product comparisons with all actively marketed variable annuities and hundreds of fixed and indexed annuity products. The addition of Beacon Research's data, including product profile for annuities (PPfA) data, will make VisibleChoice™ the first platform to include all three types of deferred annuity products and offer the most complete set of annuity information available to financial advisors.

The VisibleChoice™ sales & compliance platform enables advisors to select and compare multiple annuity products at once, create compliant illustrations and recommend the annuity that is best-suited for their client's needs. With one summary view within VisibleChoice™, advisors can compare product features such as income benefits, share classes, withdrawal benefits and illustrative results. The VisibleChoice workflow assures compliance and suitability in the normal course of an advisor's selling routine while increasing the productivity and efficiency of advisors who sell annuities.

"VisibleChoice™ was designed to deliver comprehensive information to financial advisors, enabling accurate analysis and recommendation of suitable annuity products based on a client's investment needs," says Susan Wikfors, Senior Vice President, Business Development for Insurance Technologies, "The acquisition and deployment of Beacon Research's annuity data within VisibleChoice will transform how annuities are currently being sold. With the continued FINRA regulatory changes, VisibleChoice™ is a **must have product** for broker-dealers wanting to assure compliance and improve sales efficiency."

### **About Insurance Technologies** ([www.insurancetechnologies.com](http://www.insurancetechnologies.com))

Based in Colorado Springs, Colorado, Insurance Technologies LLC offers point-of-sale illustration software to the insurance and financial services industries. Insurance Technologies award-winning product, ForeSight™, supports all product types, including Life, Annuities, Critical Illness, DI, and LTC – all on a single mobile platform. Our latest innovation VisibleChoice™ is a multi-carrier annuity sales platform designed to leverage multiple annuity products and features. Together, they improve point-of-sale effectiveness and help close more sales quickly.

**About Beacon Research** ([www.annuitynexus.com](http://www.annuitynexus.com))

Beacon Research is an independent research company and application service provider founded in 1997. Beacon tracks fixed, indexed and variable annuity features, rates and sales. With more than 60 years' experience, its data team sets the standard in accurate, comprehensive annuity information to help annuity distributors and issuers minimize compliance-related risk, maximize sales, support and monitor the sales process, and conduct product research. Beacon also licenses information to other platforms, including Insurance Technologies' VisibleChoice™ annuity sales platform, Ebix, Lipper, and Ibbotson Associates. Directly and through strategic alliances, Beacon information can be accessed by hundreds of financial institutions and distributors, and thousands of financial advisors.