

# Insurance Technologies Adds Product Data to Sales Platform

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Insurance Technologies LLC, a provider of product comparison, compliance, suitability and point-of-sale software for the insurance industry, has announced the addition of a set of annuity data for product feature comparisons in its VisibleChoice annuity sales platform.

Annuity data from Beacon Research, an aggregator of comprehensive annuity data, will be used within VisibleChoice and updated daily to allow financial advisors at banks, broker-dealers, wire houses, 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 allow VisibleChoice to include all three types of deferred annuity products.

VisibleChoice 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, advisors can compare product features such as income benefits, share classes, withdrawal benefits, and illustrative results.

"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.