



WE ARE EIS

As part of a 2020 brand strategy initiative, we have developed new positioning and messaging, a new logo, shortened name and a refreshed look. We all play a part in building the EIS brand. This cheatsheet provides a brief overview of how you can help tell the EIS story.

OUR STORY

The single most decisive differentiator in today's world of insurance is speed. How fast insurers can transform themselves and reimagine customer experiences will determine their fate.

At EIS, speed is at the essence of who we are.

We are daring to build a new kind of platform that enables insurers to grow by becoming faster at everything they do. Everything.

Implementation happens in months. Integrations take minutes. Updates happen constantly.

Our cloud-ready and API-first insurance platform frees insurance companies to become the carrier they want to be. To create innovative new services. To connect with any partner anywhere. To reimagine business models. To lead with speed.

We are EIS. The platform for high-velocity insurance.



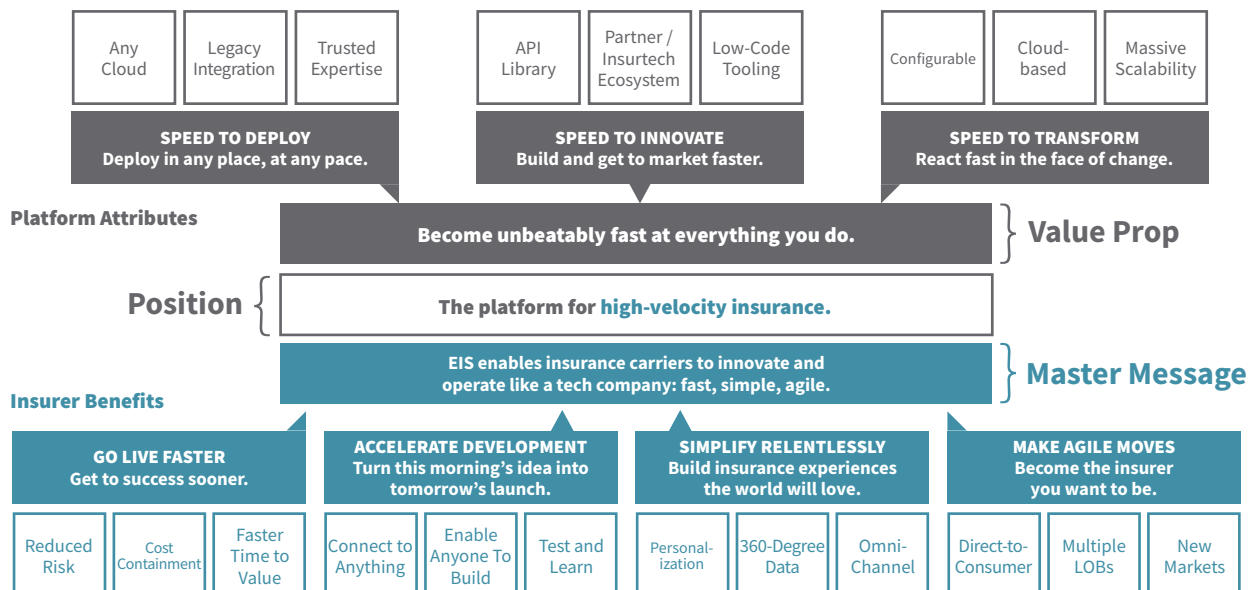
TAGLINE

Together with our name, our tagline is the most succinct expression of what we stand for and how we're different than our competitors.

Do everything faster™

MESSAGE MAP

Our messaging map organizes key messages into a hierarchy to ensure that our communications are clear, consistent and compelling. Review the complete version.



► SUPPORTING MESSAGES

SPEED TO DEPLOY

Deploy in any place, at any pace.

A flexible core makes any kind of transformation — a big-bang switchover or progressive deployment — simpler and faster.

The only insurance platform readily available on the cloud of your choosing.

Proven expertise integrating with legacy and upstream systems.

SPEED TO INNOVATE

Build and get to market faster.

Over 11,000 open and internal APIs power ecosystem innovations.

Low-code tooling is the fastest way for non-coders to build new insurance products.

Use pre-built connectors for rapid integration with the growing EIS ecosystem of InsurTechs and partners.

SPEED TO TRANSFORM

React fast in the face of change.

Microservices and containers enable continuous upgrades and cloud scalability.

All-in-one suite supports quoting, claims, underwriting and policy admin in one configurable, integrated solution.

Future-proof your business; when times change the platform keeps up.

GO LIVE FASTER

Get to success sooner.

Lower your risk by deploying only the components you need first and enhancing them later as required.

Reduce the technical debt that's eating so much of your IT budget: less resources, lower maintenance costs, continuous upgrades.

Be up and running on a reliable, scalable, modern insurance platform in less than 12 months.

ACCELERATE DEVELOPMENT

Turn this morning's idea into tomorrow's launch.

Reduce the cost of innovation and shorten product release cycles.

Connect with anything; do inside-out and outside-in integrations with 3rd party applications and InsurTechs.

Use drag-and-drop design to build assets up to 10 times faster than hand-coding — then deploy to any device.

SIMPLIFY RELENTLESSLY

Build insurance experiences the world will love.

Personalize products, services and prices to individual needs.

Open up new distribution channels and create seamless experiences across them all, from a single product instance.

Give your company the agile, adaptive foundation it needs to collect, clean and control all customer data across all lines of business — no silos.

MAKE AGILE MOVES

Become the insurer you want to be.

Ignite business transformation with a platform that opens up new possibilities, business models and markets.

Support all types of insurance from P&C to group benefits. And create any configuration of products.

Enter new markets, access previously unserviceable geographies with a platform that enables you to operate lean and at low cost.

► TONE OF VOICE AND PERSONALITY

Our five most important tone of voice principles guide how we interact with our customers.

Human – We are personal and approachable, concise and natural, focused but not robotic.

Expert – Our customers know insurance, and so do we. We give smart advice and guidance, always with the customer's best interest at heart.

Trustworthy – We show customers we're on their side. We anticipate their real needs and offer helpful information at just the right time.

Spirited – Never boring, we are excited to lead our customers on a journey to re-imagine insurance.

Ambitious – We challenge conventional wisdom, and never stop searching for better answers, bigger solutions and bolder ideas.

► OUR POINT OF VIEW

Every insurance company needs to innovate and operate like a tech company. Fast. Simple. Agile. This is true because the rules of business have changed forever. An innovation that appears on the scene today can suddenly explode, completely supplanting whatever came before it. What wows a customer now might become ordinary overnight. To survive, grow and even regain competitive advantage in this frenetic environment, modern carriers need to adapt to the speed at which technology changes. EIS provides the platform built for high-velocity insurance—enabling carriers to become unbeatably fast at everything they do.