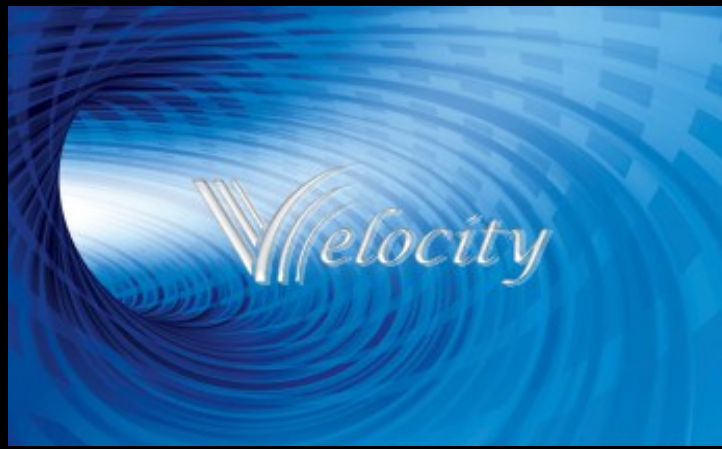


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## ***Accelerating Efficiency***

Over the last five years VRC has devoted substantial resources toward research and development thereby advancing Velocity and associated web functionality to the forefront of technological innovation in the insurance industry. For our first issue of this Newsletter, we are highlighting the latest features of Velocity which are and will soon be available and which resulted in an overwhelming positive reaction from our recent User Group Conference in October at the Westlake Village Inn. Efficiency was the buzzword and our users shared examples of workflow processes and web-flows which have dramatically reduced their processing time. Here are just some of the technologies available to accelerate efficiency:

### **Drag N Drop Electronic File Technology**

Since the beginnings of underwriting at Lloyd's Coffee House in London where passages to the New World were "underwritten" by interested businessmen, insurance has followed a convention of application, approval, pricing and policy issuance. Although the Underwriters at Lloyd's, London were not the first to take on risk (see biblical references to surety), they created a formalized process that to influences the entire insurance transaction.

VRC is preparing for the release of Velocity 10.5 which coincidentally will occur near the release of our newsletter. Drag and Drop will be the most memorable feature of this new release and the functionality will expand the possibilities of database utilization to a new dimension. Velocity now has the ability to take an electronic file representing an image, picture or a recording and drag and drop that file in an organized place in the database. This file can then be retrieved at will within an insurance business setting. Applications such as life and disability, professional liability and surety require documented warranted statements and representations as to loss and medical history and conditions that exist at the time of risk transfer.

#### **Important Alert !**

Before you consider undertaking any third party interface or acquiring any expensive technology for your business organization, consider the following:

- **Velocity is a robust and comprehensive program developed over 20 years. We may have the technology you seek or may be able to provide a more efficient and integrated solution.**



As an example, imagine the power of retrieving the insured's statement made at the inception of the relationship in an audio/visual manner as he explains his history, circumstances, the nature of the coverage he is seeking and the other details disclosed as part of the application process. The ability to easily access and retrieve vital information critical to the origination and ultimate execution of the transaction will become standard practice in a paperless environment. Only those who use technology to process these low level tasks will compete effectively. With Velocity technology you will be in that leading edge group competing for the most complicated placements with the tools of tomorrow. Combined with Velocity Scripting, Drag N Drop can invoke processes by "dropping" electronic files into targeted areas which automatically map the data from the files into the database, update the database and/or generate queries or validations for managing the database. Your Velocity database can automatically be up to date.

## **VRC Advanced Scripting Development Tool**

Despite the common goals of its customers in the creation, delivery and management of insurance, each customer's business processes are different. Therefore, when creating technology to automate and accelerate efficiency, a tool was necessary to enable customers to customize automatic processes. VRC scripting technology provides VRC clients with the ability to internally create and maintain their own processes and functionality according to their own particular needs. It is a development tool which enables customers who are tech-savvy to design and customize their own workflows to automatically execute virtually any task. This technology is now available, not only in Velocity, but also as extended to web pages developed with VRC's web flows. Examples include:

- Workflow invocations
- Creating diary items
- Rating and endorsement changes
- Creating and sending out an invoice
- Velocity API connectivity
- Third Party Integrations
- Direct interface to websites for automatic import or validation of information
- Underwriting rules and rating based validations

Some of our clients are already reporting successes in the use of this tool:

At our User Group Conference in October presentations were made by various VRC clients. One of VRC's clients, with VRC's assistance in the use of the Scripting tool, customized its renewal process workflow to reduce its per policy renewal time - from 8 minutes to 30 seconds! Another VRC client reported that, by use of the scripting tool, it was able to dramatically reduce its credit card processing time. In addition to reducing workflow time and accelerating efficiency, the Scripting tool allows for automation of workflows in a manner that eliminates programming, software installation and can be implemented in a manner that results in no interruption of the existing work process. If you are not tech-savvy but still wish to take advantage of the scripting tool advantages, please contact us and we will be happy to assist you in customizing your workflows to reduce your processing time.

## Cooper's Commentary

The computer system of any competitive business has become the very heart of its operations. Decisions on the technology to be employed should, accordingly, not be abdicated but rather made at the highest levels to ensure reliability, scalability and flexibility in accordance with the business vision of the chief executives.

One of the purposes of our Newsletter is to share with our clients and prospects our vision of what we believe to be the optimum technologies and tools that we have developed and are developing for the insurance industry. As you will see in this and future issues of this newsletter, we at VRC have a specific vision of what software, systems, configurations and tools result in reliability, scalability, flexibility in performance and efficiency in cost. Our objective is to place our customers in the position of being empowered to run significant work processes both manually and automatically yet experience the least amount of technical problems. These goals must also exist in a framework which is economically feasible.

Our focus has always been on simplicity and centralization of technology along with our theme of always configuring technology for maximum responsiveness within the entire range of functionality. Over the years we have resisted "mainstream" design models which seek to cobble together numerous technological products, add-ons and interfaces as it is our experience that these products inevitably create influences on the core processing which give rise to an exponential increase in complexity and fragility. The Velocity software has limited add-ons in favor of an integrated model which provides as much core functionality as possible. Call interfaces have been developed to standardize outside interaction. The result of this contrarian philosophy has been maximum performance and a minimum of technological problems for our clients. It is our belief that good corporate policy dictates that any successful enterprise be set up so that its computer systems can endure through the numerous and differing technological opinions and approaches of transitory employees and consultants. Our experience is that the chief executive (who knows the end result he/she wants to accomplish) who becomes directly involved with VRC in the selection and usage of the technology, has been the most effective factor in contributing to the success of the business processing outcome. Conversely, if the chief executive abdicates his vision and involvement, then often the decision-making is often less than optimum and can even result in short term decisions/solutions which ignore important long term goals.

We hope you enjoy our newsletter and welcome any comments you may have.



Peter Cooper, CEO, VRC Insurance Systems

**VIP  
News**

The VIP Users' Group annual conference was held October 12-14 in Westlake Village, California. This year's highlights included VRC University classes, technology labs, and several presentations by Velocity users. The VRC University classes included seminars on front office, accounting and system administration. The technology lab was highly attended and users learned how easy it is to build their own web pages and create scripts for underwriting rules, third party interfaces, and automated workflows. Several attendees commented on how they appreciated their peers' presentations. Here is a list of the presenters and the topics:

- Greg Newcomer, Old United - Data Mining with AptClarity;
- Jan Gaby and John Karakoglou, Nationwide - Value of Operational Reviews and Automated Workflows with Scripting;
- Stephanie Wilcox, Brown and Brown - Internal use of API's for Interfacing Accounting into Velocity;
- Maureen Efthyvoulou, New Day Underwriting - Efficiencies in Workflow for Renewals Using Scripting;
- Amy Bauman, Underwriters, Safety and Claims - Producer Center Advantages.

This year's theme was "Shooting for the Green". We are not too sure how many people watched "Caddyshack" on the bus ride to the world famous Golf-n-Stuff miniature golf course and arcade. The group activity included a photo safari that made for many laughs at the awards dinner.

Throughout the year Bill Scott, President, kept committee members and VRC liaison, Kim White on track with planning for a terrific meeting.

**This year's elected crew are:**

Bill Scott, HUB International Northeast - President;  
Amy Bauman, Underwriters, Safety and Claims - Front Office Coordinator;  
Corey Gill, HUB International Northeast - Accounting Coordinator;  
John Karakoglou, Nationwide - Technology Coordinator

In the next newsletter, we will announce the 2012 meeting dates.

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