

EMC Increasing Market Share with IVANS Transformation Station and Real-Time Web Service

Agents Quoting EMC More Frequently, Responding to Customers Faster

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IVANS, Inc. is helping EMC Insurance Companies increase its market share and respond to customers faster by implementing a real-time web service that leverages IVANS Real-Time solution, Transformation Stations. Once an agent updates his credentials via EMC's website, the data is immediately synchronized with IVANS Transformation Station, so the agent no longer has to re-enter his user ID and password in his agency management system. This enables the agent to have an accurate and secure, single sign-on to the agency-company interface and EMC's website, and faster access to the agent's policy data. As a result, agents are quoting EMC more frequently, which has led to additional opportunities for EMC to write new business. Darrin Campbell, vice president of IVANS property-casualty business said, "We're proud that more than half of the top 100 insurance companies in the U.S. count on IVANS to communicate with their agents. And, as a long-time customer of IVANS, we're excited to help EMC further enhance its business capabilities through our real-time solutions."

Real-time web service allows agents to sign on once to EMC's website and gain access to multiple applications without being prompted to log-in again. Kathy Golly, certified insurance counselor of Independent Insurance Associates and past president of the Iowa Applied Users Group, knew right away this would allow her agency to respond to customers more quickly. Golly said, "For us, it's all about helping the customer, but doing so as efficiently and accurately as possible. This technology eliminates managing numerous IDs and passwords, and our passwords are no longer out of sync because someone had updated their credentials in one place but not in the other. It saves me valuable time and makes it easier to do business with EMC, so they are quoted more often as a result."

IVANS system specialists worked with EMC to launch a pilot with select agents to test out the password synchronization. Following the pilot, a general release is being made to 1,000 agents this month. Rick Gass, senior vice president of productivity & technology of EMC said, "User feedback had proven that agents dislike having to enter policy data or password credentials more than once. With IVANS Transformation Station, agents have the ability to access and respond to customer information in real-time without having to re-key policy data. By incorporating password synchronization, we are further enhancing our agency-company workflow capabilities and making it even faster and easier for agents to work with us."

In addition to using IVANS Real-Time solution, EMC has relied on IVANS E-Commerce Server (ECS) for seven years as a secure data storage and retrieval solution for electronic mail boxing that allows its agents to download carrier information for personal and commercial lines via a high-speed broadband connection. When Applied Systems announced its claims download solution in 2007, EMC once again took the lead in automation and added this functionality with ECS through the use of IVANS translation solution, Transformation Xpress™ and its communication interface, Transfer Manager™. Golly, a strong proponent of incorporating automation into the agency-company workflow is no stranger to IVANS claims download solution, and has embraced this technology. Golly said, "Having claims download has made my job so much easier. I applaud EMC and IVANS for offering a solution that directly integrates with our agency management system."

Real-time enables an agent to have immediate access to an insurance company's data via their agency management system. IVANS Transformation Station is a managed Internet data exchange for real-time transactions, enabling agents to process policy transactions and retrieve insurance company account status information directly from within their agency systems when they need it. Performing a Download typically takes place after a transaction is performed by an agent. IVANS Download solution accelerates personal lines, commercial lines and claims download by synchronizing the data residing on the insurance company's system with the agency's system by updating/loading data onto the agency's system electronically. Together, IVANS Download and IVANS Real-Time solutions provide the complete round-trip for facilitating agency-company interface communications.

About EMC Insurance Companies (EMC)

EMC Insurance Companies, headquartered in Des Moines, Iowa, is built on over 100 years of serving policyholders and independent insurance agents with property & casualty insurance products. EMC has assets exceeding \$3 billion and ranks among the top 60 insurance companies in the country. With 2,100 employees in 21 branch and service offices throughout the United States, the company has strong credentials in commercial lines, personal lines, loss control services, bonds, excess and surplus lines, and life insurance products. For information, visit <http://www.emcins.com>.

About IVANS

IVANS Inc. provides the property and casualty insurance and healthcare industries with fully managed network, electronic data interchange (EDI) and agency-company interface solutions to help solve complex business issues. Headquartered in Stamford, Conn. and a CMS approved vendor, IVANS serves over 1,000 insurance and healthcare organizations, more than 30,000 independent agents and 135,000 healthcare providers. With over 25 years of experience successfully managing networks, the company also offers its clients relentless customer service, security solutions, reliable and accessible technical helpdesk support and expert enablement. IVANS, which was formed by 21 insurance companies, also has offices in Tampa, Fla. and Cincinnati, Ohio. For information, visit <http://www.ivans.com>.

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