

FOR IMMEDIATE RELEASE

Contact: Ed Emerman  
Eagle Public Relations  
609-452-5967  
[eemergen@eaglepr.com](mailto:eemergen@eaglepr.com)

## **Vertafore Benefits Unveils Software Application for Employee Benefits Brokers and Agents**

### *Vertafore's Benefits Workflow Helps Streamline and Automate Operations*

Windsor, CT, February 17, 2005 — Vertafore Benefits, a leading provider of software and automation services for employee benefits brokers, announced today the official launch of Benefits Workflow, a web-based application designed specifically to streamline and automate employee benefits brokerages and agencies of any size.

Designed as a broker-centric application, Vertafore's Benefits Workflow is a single, integrated application that delivers agency best practices in sales, marketing, implementation, policy management and renewal. Through this software, brokers and agents manage these processes more efficiently and cost-effectively. Additionally, brokers and agencies can use the software to better manage relationships with clients, carriers, employees and partners as well as all financial and operational aspects of their business.

One of the key features of Benefits Workflow is its ability to allow brokers and agents to automatically track each stage of the sales process. The product can also automate and track online RFPs, automate proposal preparation for new business and renewals, and track commissions.

“Managing operations more effectively and efficiently is one of the highest priorities agencies and brokerage firms are dealing with today,” says S. Stuart Spector, vice president and general manager of Vertafore Benefits. “Faced with increased competition, brokers are seeking new ways to scale their operations through the use of technology while eliminating the need for disparate systems. Our new application will help them achieve these important goals.”

To learn more about Vertafore's Benefits Workflow, or to see a demo, please contact Maria Goncalves at 860.602.2519 or visit [www.vertaforebenefits.com](http://www.vertaforebenefits.com).

## About Vertafore Benefits

Vertafore Benefits ([www.vertaforebenefits.com](http://www.vertaforebenefits.com)) is a division of Vertafore, Inc., a company with over 30 years experience in agency automation software servicing over 15,000 agencies, 120,000 end users, and 300 insurance carriers. Vertafore Benefits offers employee benefits brokers and agencies a web-based workflow management system for managing sales, implementation, policy management and renewal processes. The broker-centric application also helps agencies manage relationships with clients, carriers, employees, and partners as well as all financial and operational aspects of their business.