

Simplified Issue at your fingertips...

LifeGuide^{SI}
The Middle Market Solution

Introducing LifeGuide^{SI}

Swiss Re and PlanetSoft have partnered to bring the industry's most innovative Simplified Issue solution to your fingertips. As leaders in mortality underwriting and insurance technology, our combined expertise provides you with new opportunities to capture the US middle market.

How LifeGuide^{SI} can help you

Increase your sales

- Fewer questions
- Improved acceptance ratios
- Straight through processing

Improve your mortality

- MIB, MVR & RX records reviewed to your specifications
- Configured with your requirements and guidelines
- Meta-data driven system

Save you time, money and headaches

- No-touch clean cases
- Seamless to you, your distribution, your clients
- State-of-the-art data capture, makes reporting and claims analysis easier

Partner with proven experts

- Swiss Re helps develop your applications, guidelines and requirements for maximum protective value
- PlanetSoft creates your customized delivery system for new business processing

Contact your Swiss Re representative for more information on how LifeGuide^{SI} can help you

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For more information on PlanetSoft, visit www.planetsoft.com

	Ability to meet Requirements	Time to Implement	Flexibility	Cost
Custom-Built Application	High	Slow	Medium	High
LifeGuide ^{SI}	High	Fast	High	Low
Canned Products	Medium	Fast	Low	High

