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InsPro Technologies Introduces InsPro Analytics

Solution aims to fill industry gap for data analysis by improving business intelligence and operational reporting through effective data mining

Philadelphia, PA, November 10, 2010 – At its annual InsPro Executive Forum, InsPro Technologies (InsPro), a provider of comprehensive and flexible Life & Health insurance processing solutions, announced the introduction and immediate availability of InsPro Analytics, a data analysis and business intelligence application pre-integrated with the InsPro Enterprise solution suite for life and health policy management.

Like all InsPro Technologies solutions, InsPro Analytics is designed to meet the wide ranging needs of today's insurance companies and complex markets, and is available through a traditional software license, as a hosted solution, or via Software as a Service (SaaS). InsPro Analytics is also able to import third party data in order to build the most robust data set and provide even greater breadth, depth, and detail with the resulting analysis.

The combination of InsPro Enterprise, a flexible, end-to-end policy management and administration suite, with the newly introduced InsPro Analytics enables insurers to learn from the past and react quickly to best impact the future.

Commenting on the introduction of InsPro Analytics, Chad Hersh, a Principal in the insurance practice at analyst firm Novarica, said, "While myriad data warehousing projects indicate that the insurance industry has long recognized that its data is a valuable resource, there has been little success in effectively mining it, thanks to the lack of industry-specific tools to help analyze the data. A tool like InsPro Analytics should go a long way in helping insurers put years of data to work, and help provide detailed analysis and discovery to enable more informed business decisions. As a result, InsPro Analytics should prove attractive to both life and health insurers."

Bob Oakes, President & CEO of InsPro, stated, "We are pleased to introduce InsPro Analytics, offering our clients even greater value from their InsPro Enterprise implementation. Given the wealth of data in our industry, insurers have long sought an effective data analysis solution to

provide insight into their business in order to improve customer satisfaction and internal operations, while also delivering significant cost savings. With InsPro Analytics insurers can finally put their data assets to work to better the business.”

InsPro Analytics’ highlights include:

- Detailed business analysis for sales, customer service, actuarial, and claims departments;
- A single, streamlined user interface with decision trees and drag-and-drop mapping;
- Easily customizable views and dashboards;
- Demographic data mapping, numeric reports, and graphic and pie displays;
- Extensive on demand reporting with current data for the most up-to-date view of the business; and
- Data imports from external sources for the most robust data set.

About InsPro Technologies

Based in Philadelphia and founded in 1986, InsPro Technologies is a provider of comprehensive, flexible, and innovative insurance management solutions designed specifically for Life & Health insurers, supporting both group and individual policies. Designed and developed based on proven and scalable web-based architecture, InsPro Enterprise offers an insurance-fluent configuration engine, enabling InsPro software solutions to be deployed in weeks for rapid time to value.

InsPro Technologies solutions are offered through standard software licensing, as a hosted solution, or via Software as a Service (SaaS) delivery. For additional information on InsPro Technologies and InsPro Enterprise please visit www.inspro.com.