

# Proven Platform. Proven Success.



FireLight® is one comprehensive end-to-end digital sales solution built for ease of use with carriers and consumers in mind. Lighten your workload and end messy, disjointed processes with our modern suite of connected sales activities in one platform.

Our solution is configurable, consistent and full of tools that support your business needs.

## FireLight covers the entire sales cycle....

- ✓ Pre-sale functions
- ✓ Sales illustration
- ✓ E-application
- ✓ E-delivery
- ✓ Post-sale services

firelight

The unmatched capabilities of FireLight provide custom experiences across all channels and any line of business.

Robust features and tools allow for flexibility in creating and managing workflows.

## FireLight is one solution with multiple functions...

- ✓ Single code base for all lines of business
- ✓ Interconnected, cohesive activities
- ✓ Built-in e-signature
- ✓ Robust API framework
- ✓ Multiple UI/UX experiences
- ✓ Base platform integration
- ✓ Sales and data analytics
- ✓ Self-management system
- ✓ Designer tools
- ✓ And more!

## Why Hexure

At Hexure we believe in a digital future where consumers can buy financial and insurance products with ease from anywhere at any time.

Our innovative, customer-centric sales experiences enable advisors to spend less time processing and more time selling.

Join us in building the digital landscape of the insurance and financial services industry.

Elevate your business with FireLight!

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**719.442.6400**

# FireLight Platform Features

Open a world of digital opportunity with the FireLight Sales Platform. A suite of front-to-back, end-to-end features enabling carriers to build unique experiences and sales activities.

Configure FireLight to fit your brand using one, some, or all the following ...

## Single Code Base for All Lines of Business

Remove the need for numerous systems with a single technology that supports your needs. FireLight sales platform creates and manages user experiences, business rules, integrations and more.

## Interconnected, Cohesive Sales Activities

Tailor your entire sales lifecycle to support your business. From pre-sale functions through servicing the policy, FireLight provides the tools to create a seamless sales process.

## Self-Management Admin System

FireLight provides a comprehensive admin system that enables you to power the experience without relying on developers or third parties. Customize workflows, data collection, user experiences and more.

## Multiple UI and UX Options

Create unique and cohesive sales experiences with multiple UI/UX options. You can even make your FireLight services available on third-party solutions with the FireLight embedded API.

## Sales Transparency and Business Intelligence

Gain the insights necessary to move your business forward with FireLight. Funnel data from various streams into your dashboard to view statistics and identify trends.

## Robust API Framework

FireLight's API layer opens the door to supporting your unique sales strategies. Use the FireLight API to connect with outside systems and build custom workflows and sales systems.

## Flexible Data Transmission Formats

Use the file formats that your most comfortable with. FireLight supports ACORD 103, Depository Trust & Clearing Corporation's (DTCC) Applications & Premium (APP) and Subsequent Premiums (SUB) services, and third-party and proprietary file formats.

## Built-In Multiple E-Signature Options

A proprietary e-signature feature, available at no additional cost for FireLight transactions, offers multiple capture options in both connected and offline instances. E-signature is built into FireLight sales components, processes and workflows.

## Reuse of Rules, Experiences and Integrations

Save time, money and work while increasing operational efficiency. With FireLight you create rules once, reuse them in different sales activities and then deploy them to your various channels.

## Form and Wizard Designers

Create unique, responsive forms and wizard experiences with speed and ease. Build to fit consumer needs and your product offerings and deliver an intuitive sales experience.

## Connected and Disconnected Sales Access

Complete connected sales activities through standard browsers and use disconnected capabilities across sales activities.

# Speed of Modern. Stability of Experience.



The first step of the sales journey can be manual and messy with disjointed processes. You can automate pre-sale activities and take control of that first step.

The pre-sale functions in FireLight® are powerful and rules based and gives you the control you want. Gone are the days of manually keying information gathered across multiple systems. It reduces the risk of losing clients by automating your workflows. Plus, it is flexible to fit your needs.

## Pre-sale activities include...

- ✓ Needs capture and determination
- ✓ Assessment, e-signature and review capabilities
- ✓ Account opening
- ✓ Pre-suitability
- ✓ Know your client questionnaire
- ✓ Field underwriting
- ✓ Pre-sale authorization and disclosures
- ✓ Advisor/agent contracting
- ✓ Product filtering/selection
- ✓ Fee and expense repository and disclosures
- ✓ Needs calculators
- ✓ And so much more!

Combine the speed of a modern, automated approach with the stability of decades of industry experience. Our pre-sale functions provide an intuitive process to fit your workflows, review and approval management.

## Create the pre-sale experience you need with the tools to support your processes...

- ✓ Built-in e-signature
- ✓ Intuitive form, wizard and consumer experiences
- ✓ Single sign-on and systems integration
- ✓ Automated audit trail and reporting
- ✓ Data integration across other FireLight components
- ✓ Comprehensive self-service tools and features

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Join us in building the digital landscape of the insurance and financial services industry.

See the speed and flexibility of FireLight pre-sale functions.



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# Real Time. Real Results.



Meet your clients where they are – the 21st century. Replace traditional mail and meetings with the velocity of digital.

Running the same information over and over to compare products and carriers takes time. Feed your client's appetite for speed and efficiency with the quoting solution in FireLight®. Quickly identify the best carrier based on client needs.

Access life insurance product rates and information across different carriers in real time. Gain real results.

## FireLight Quoting for Life...

- ✔ Term, GUL, and final expense products
- ✔ Riders, waivers and sub-standard rates
- ✔ Needs calculator
- ✔ Product filtering
- ✔ Multiple premium payment views
- ✔ Multi-Face amount and customizable PDF comparisons
- ✔ Carrier information, including A.M. Best rating
- ✔ Forms, documents and underwriting guides

Design a seamless process for producers and clients on one platform. Deliver a streamlined quote to apply process using the configurability, capabilities, and sales activities of the FireLight product quoting platform.

## Create the pre-sale experience you need with the tools to support your processes...

- ✔ Easy filtering based on data entry and selection process
- ✔ Multiple view, print or share quote capabilities
- ✔ Custom quote next step actions
- ✔ Integrated e-Ticket and full e-Application submission options
- ✔ Interconnected data across other FireLight sales activities
- ✔ Intuitive, responsive user experience from any device
- ✔ Quote analytics and reporting
- ✔ User preference customization

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Join us in building the digital landscape of the insurance and financial services industry.

Spend less time quoting and more time selling.

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# More Than a Checkbox. More than Numbers.



Compliant, compelling illustrations are at your fingertips. FireLight® sales illustrations turns numbers into visual stories clients can understand.

Display the value of your product with custom branding and rich graphic design and give your advisors and clients what they need.

## FireLight sales illustrations offers...

- ✓ Any line of business, all product types
- ✓ Single and multi-carrier solution
- ✓ Individual new business
- ✓ Compliant and compelling illustrations
- ✓ Product, needs and goal-based selling
- ✓ Branded output
- ✓ Product information

Enjoy better policy presentations that show product features and benefits.

## Advance the way products are accessed, illustrated and sold with...

- ✓ Consistent experience across products and carriers
- ✓ Multiple user experience options
- ✓ Connected data throughout the sales process
- ✓ Multiple calculation engine implementation options
- ✓ Single code base for online and mobile access
- ✓ Comprehensive self-management and testing

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See how you can enable your story!

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# Modern Application Process. Faster Time to Issue.



Submit more business with the e-application your advisors will want to use. Turn inefficient and dated processes into fast and modern experiences with FireLight® e-application. A practical solution for carriers and distributors that makes processing business smooth and easy.

Capture complete data, collect signatures, and submit to carriers with a simple straight-through process.

## Sales when you need them, where you need them...

- ✓ All lines of business, all product types
- ✓ New business, replacement, subpay processing
- ✓ Carrier applications
- ✓ Distributor compliance and suitability forms
- ✓ License and appointment check
- ✓ Suitability scoring
- ✓ Reg 60 and similar industry regulatory support
- ✓ E-signature built-in
- ✓ Suitability workflow and review queues

## Improve the way advisors engage clients and capture business...

- ✓ Rules-driven data collection and reflexive questioning
- ✓ Suitability, regulatory and compliance workflows
- ✓ Connected, disconnected and mobile app accessibility
- ✓ Back-office workflow and approval management
- ✓ Automated audit trail and usage reporting
- ✓ Built-in signature and e-signature options
- ✓ Client fill and sign features
- ✓ Single sign-on, data and system integration
- ✓ Branding and user experience options
- ✓ Electronic fund transfer and money settlement options

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Step out of “the way it’s always been done” and into the way it should be done.



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# From Weeks to Minutes. Fast and Secure.



Reduce the time, labor, and cost associated with traditional document delivery methods. No more printing, stamps, or waiting on the mail.

FireLight® e-delivery automates and expedites the secure transmission of any policy, contract or document.

## Improve the client experience and retention with the safe and efficient delivery of items, including...

- ✓ Policies and contracts
- ✓ Billing, notices, disclaimers, and statements
- ✓ Policy auxiliary forms
- ✓ Prospectuses
- ✓ Transaction confirmations
- ✓ Advisor/agent contracting
- ✓ Policy amendment processing

Lost time means lost sales. Get policies, documents and more to clients in a matter of minutes instead of days.

## Close sales and deliver documents faster with modern digital experiences...

- ✓ Delivery options with status, delivery receipt, audit and e-sign
- ✓ SSO, data and payment processing integration capabilities
- ✓ Secure XML ACORD transaction
- ✓ Workflow and review customization and management
- ✓ Multiple user authentication processes
- ✓ Agent and client upload capabilities
- ✓ Advisor dashboard with quick case status view

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Do you have the need for speed? Discover the advantages of FireLight e-delivery.



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# Less Paperwork. Higher Satisfaction.



Transform the way you manage in-force policy changes and give your clients a seamless service experience after the sale. Advisors and clients alike can submit policy change requests with speed and security through FireLight® post-issue services.

## The tools and flexibility to deliver more in less time...

- ✓ Any post-sale transaction for any line of business
- ✓ Customized experiences and channel access points
- ✓ Inbound data integration for pre-fill capabilities
- ✓ Intuitive data capture and e-signature experiences
- ✓ Data, rules, workflow, and review management
- ✓ Case creation and transfer to client capabilities
- ✓ Complete electronic audit trail
- ✓ Automated electronic client correspondences
- ✓ Data integration with carrier and admin systems

Exceed expectations and provide peace of mind in a frustration-free process for financial and non-financial change requests, including...

- ✓ Beneficiary, address and marital status
- ✓ Fund rebalancing
- ✓ Banking updates
- ✓ Withdrawals and surrenders
- ✓ Loan requests
- ✓ Claim notifications
- ✓ Rider changes
- ✓ Advisor/agent changes

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Find out how you can remove the hassle from the post-issue experience!



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# Simple to Use. Easy to Understand.

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Experience the function and flexibility of the all-in-one FireLight® admin system.

Stop waiting on third-party vendors or developers and start saving time and money.

Our admin system is a window into your FireLight sales activities. Create and self-manage your unique business and sales processes with the tools that meet your workflows.

## FireLight Admin Systems Capabilities Include...

- ✓ Multiple workflow definitions and rules management
- ✓ Carrier product, forms, wizards and rules implementation and management
- ✓ Distribution forms, wizards and rules administration and management
- ✓ Selling agreement and application package definitions
- ✓ Role code definition and management
- ✓ Suitability and compliance review management
- ✓ E-signature and initial rules
- ✓ Post submission workflow and approval process
- ✓ Branding and localization
- ✓ System features accessibility management
- ✓ Audit trail and usage reporting
- ✓ Form and wizard designers

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Join us in building the digital landscape of the insurance and financial services industry.

Have control over your sales processes and experiences with the FireLight admin system.



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# Build Once. Deploy Anywhere.

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Take control of your user experiences and unlock infinite new sales opportunities when you embed FireLight® insurance sales platform. Give your advisors what they want - the convenience and flexibility to conduct business anywhere at any time.

With FireLight embedded API, you will reduce the friction associated with logging in to multiple systems. Create custom sales journeys by leveraging what is already there. Control the user experience without recreating rule sets.

Take outdated and cumbersome workflows and bring them into one unified system – saving you time and money. Build your processes and products ONCE and use the APIs to embed where you need it. From producer portals to CRMs, render FireLight inside any application. It is the power of FireLight where you need it.

Generate an enviable customer experience and enjoy next-level straight-through processing with a modern sales journey and better product selection.

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Discover how FireLight can deliver seamless and cohesive experiences to your sales channels.



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# Secure and Accurate. Easy and Error Free.

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Today's consumers want fast, worry-free digital experiences. Gain a competitive edge when you meet and exceed expectations using FireLight® built-in e-signature.

At no extra cost, build the signing ceremony that works for you.

Our proprietary capabilities include multiple options so you can create a process to suit your unique needs.

## Ensure all signatures are captured...

- ✓ Remote, in person, or mobile e-signature
- ✓ Heightened signer verification and authentication
- ✓ Automated audit trail
- ✓ Configurable

The proof is in the numbers. Firms that take advantage of FireLight's e-signature capabilities enjoy a 98% average adoption rate.

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Join us in building the digital landscape of the insurance and financial services industry.

In the office or on the go, enjoy the efficiency and convenience of e-signature.



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