

# The Focal Point for Data.

## MiAgents

According to Gartner, the iPad market will rise to 55 million devices from 19.5 million in 2010. Insurance consulting firm Novarica estimates that 25% of insurance executives already have iPads. The next wave in the industry? Mobile Agency Relationship Management.

Millbrook now introduces “MiAgents”, an iPad agency management relationship tool that dramatically enhances insight into agency performance while turning anecdotal perceptions into actionable data.

### Benefits of “MiAgents”:

- Relevant Information literally at the marketing reps fingertips right when they need it
- Dramatically reduces the time required to prepare for agency meetings
- Ability to identify market opportunities or challenges and respond to them in real time
- Agency meetings move beyond just relationship building

### Key features:

- Agency management tools consolidated into one convenient, portable device, available anywhere, anytime.
- Alerts to reduce preparation time and properly frame a conversation with an agent:
  - **Competitor Alerts** – rate filings and licensing changes by competitors
  - **Performance alerts** – pointing to specific agency performance, by categories
  - **Operational alerts** – quickly see activity for key accounts such as upcoming renewals, large losses, and unexpected cancellations
  - **Announcements** – get short messages from underwriters or managers
- Simple easy-to-use graphs that show the agent’s performance and experience by line of business, product, transaction volume relative to plan and prior year
- Ability to objectively measure the agency performance and create long term trends

**The results?** Stronger profitability, better relationships with insurance agencies and revenue growth through the channel.

