

# The New *AAISdirect*...

For more than 10 years, the *AAISdirect* Internet service has provided users of AAIS programs with direct online access to an ever-expanding library of AAIS forms, manuals, and bulletins, plus risk-related information from other providers.

Starting in January 2011, both the form and function of *AAISdirect* will be substantially enhanced with the simultaneous launch of the redesigned *AAISdirect 2.0* service, and the new "*AAISalliance*" of risk information providers.

*AAISdirect 2.0*, now in final beta testing, reorganizes AAIS product information into four product segments (commercial lines, farm & ag, personal lines, and inland marine/output) plus "services."

Among other new features, on-screen "hover" boxes and a "quick search" feature help users find information quickly. Also, additional search capabilities provide three options for searching within the vast AAIS library of information.

"The new *AAISdirect* will immediately provide users with greatly expanded flexibility for locating information," says David Linton, AAIS vice president of information services. "Looking forward, its newly updated technological platform is well-suited to accommodate the addition of new information and features."



## New and enhanced features of *AAISdirect*

- Intuitive Navigation
- Improved Quick Lookup
- Publication Text Search
- Advanced Search Features
- New Publication Details
- Publication Preview
- Improved Download Cart
- Enhanced Account Security
- Improved Account Management
- Password Recovery
- Publication Packages
- Form Series

# ... Bringing You The New *AAISalliance*

*AAISdirect 2.0* will provide a portal for AAIS-affiliated insurers to access information provided by organizations in the *AAISalliance*.

In addition to AAIS, the alliance to date includes four other service vendors that provide underwriting, marketing, and loss control resources for property/casualty insurers. They are:

- **e2Value, Stamford, Conn.**, which provides automated online construction cost valuation applications for residential, commercial, and farm buildings;
- **MarketStance, Middletown, Conn.**, which conducts research on market segments and helps insurers develop solutions for challenges in underwriting, marketing, and distribution;
- **Overland Solutions, Inc. (OSI), Overland Park, Kan.**, which provides premium audit, risk inspection, and loss control services; and
- **RiskMeter, Middletown, Conn.**, which provides desktop matching software for determining a risk's proximity to natural hazards, as well as other information.

These organizations will remain independent, and AAIS users will contract directly with the alliance partners for their services, but the alliance will provide AAIS affiliates with the purchasing power of a larger, collective group.

"Our unique position in the industry allows us to provide our member companies this 'one stop shop' for valuable third-party services," says Rick Maka, AAIS director of marketing and strategic alliances.



"At the same time, our alliance partners benefit from being able to connect with the diverse AAIS membership through a single portal."

Companies that use *AAISdirect* will be able to access websites of the alliance partners through the service, or connect directly on their own.



**MARKET STANCE**

