

PRESS RELEASE

Cognition+ Partners with Applied to Extend Broker Connectivity to Mutual Insurance Companies

April 07, 2022

Partnership allows independent brokerages to automate billing and policy information exchange to mutual insurance companies

MISSISSAUGA, ON. – April 7, 2022 – Applied Systems today announced a new partnership with Cognition+ to create greater connectivity between brokers and their mutual insurance partners. The partnership will allow Applied brokerages to digitally exchange billing, claims and personal policy information with their Mutual insurance partners directly within their brokerage management systems.

“Applied is a leader in broker connectivity, so our partnership is essential in making it easier for brokers and Mutuals to work together,” said Matthew Scott, president & chief executive officer, Cognition+. “We are excited to embark on this journey as it is a critical step forward in extending Mutual-broker connectivity to the industry.”

Applied’s partnership with Cognition+ will provide a seamless connection between its broker management systems and mutual insurance companies utilizing the Cognition+ Enterprise Insurance Platform, enabling the automated exchange of billing, claims history and personal policy data. By allowing brokers to manage inquires to Mutual partners directly in their management systems, brokers can exceed customer expectations when reporting claims and responding to inquiries.

“The process for brokerages to connect with their Mutual insurance partners is historically over the phone or by way of insurer portals and outside of their core management system which creates a host of tracking and time management concerns,” said Steve Whitelaw, vice president and general manager, Applied Systems. “Our partnership with Cognition+ will digitally connect brokers to their Mutual partners and allow the broker to own the customer experience and have their professionals and brand in the forefront.”

<https://www1.appliedsystems.com/en-us/news/press-releases/2022>

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About Applied Systems

Applied Systems is the leading global provider of cloud-based software that powers the business of insurance. Recognized as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of agency and brokerage management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom. By automating the insurance lifecycle, Applied's people and products enable millions of people around the world to safeguard and protect what matters most.

About Cognition+

Cognition+ is an insurance technology provider that empowers Insurance Companies of all sizes to digitally transform and gain a 360° view of their business. In addition to a fully customizable Enterprise Insurance Management Platform, Cognition+ offers on-demand support, connectivity, cybersecurity, and development services. Established in 1996, and wholly-owned by its clients, Cognition+ has strong longstanding relationships with insurance and technology partners focused on innovation and mutual success.

For more information about Cognition+, visit: www.gocognition.com

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