



## For Immediate Release

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### **Realtime Targets Insurance Distribution with New White Paper: *Straight Through Processing: How you'll do business in the future***

July 1, 2007 (Woodridge, IL) – How will you be handling new business next year? Three years from now? The answer is crucial for life and health insurers who must adopt a forward-thinking strategy in order to meet industry and consumer demands in the coming years. For those who want to gain competitive advantage, the experts agree that it is business processes that will be the true differentiator.

This timely topic is covered in Realtime Solutions Group's most recent white paper, "Straight through processing: How you'll do business in the future," which addresses the distribution and processing of life and individual health products.

"The technology exists today to quote, apply, underwrite, and issue policies in real time, in one customer interaction. It's called Straight Through Processing (STP)," explains Gregg Antenen, President of Realtime. "The gold standard for an STP transaction is a policy issued with competitive rates in under 30 minutes in a majority of cases. This is in sharp contrast to the 'normal' three to six week time frame under which most companies operate today."

With supporting research from industry experts, this timely paper addresses questions including:

- Is STP an industry-transforming trend or just the latest technology fad?
- What's the STP business case for change?
- What are the important considerations for implementing STP?
- How does STP integrate with current systems?

For a copy of "Straight through processing," please visit [www.realtimesg.com](http://www.realtimesg.com), click on the home page to request the White Paper.

## **About Realtime**

Realtime Solutions Group is the pioneer in developing straight-through-processing technology and providing innovative deployment strategies. Realtime STP™ is its industry-leading new business software platform, which is reducing costs and creating competitive advantage for Realtime customers. The Chicago-area company has also created Realtime eBusiness™ solutions. Realtime eBusiness uses the sophisticated quote and apply technology from Realtime STP in a standalone solution. Modules include a New Business Web Portal that contains Realtime eApplication and Realtime eSignature, and an innovative Automated Application Evaluation module that automates field underwriting using online third-party data from Realtime Data Bureau with a rules-based decisioning engine. For more information about Realtime and its products and services, please visit its web site at <http://www.RealtimeSG.com>

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Editor's note: To arrange an interview or to discuss a bylined article, please contact Ginny Simon, Project Marketing, 610-889-2036 or [gsimon@projectmarketinginc.com](mailto:gsimon@projectmarketinginc.com).