

Optimizing the Product Roadmap: Insights from the Product Team

Toronto Summit May 7-8, 2025

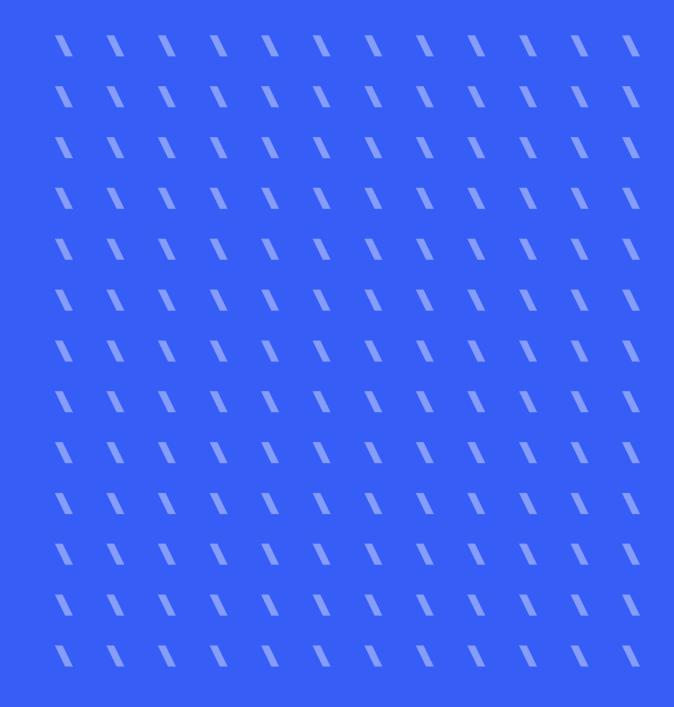
Agenda

- 1. Next Generation of Insurance
- 2. Recent and Upcoming Product Innovation
- 3. The Future of Applied Epic in the Browser
- 4. Underutilized Value-Add Features in Epic
- 5. The Commercial Lines Journey
- 6. Peer insights on Using Epic





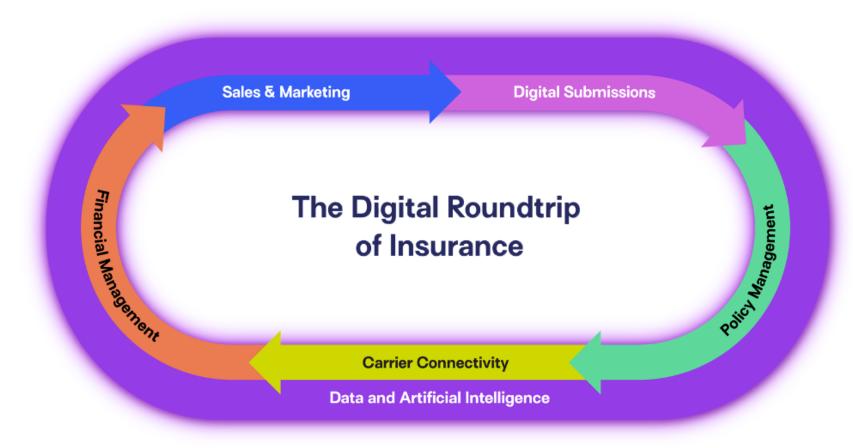
Next Generation of Insurance



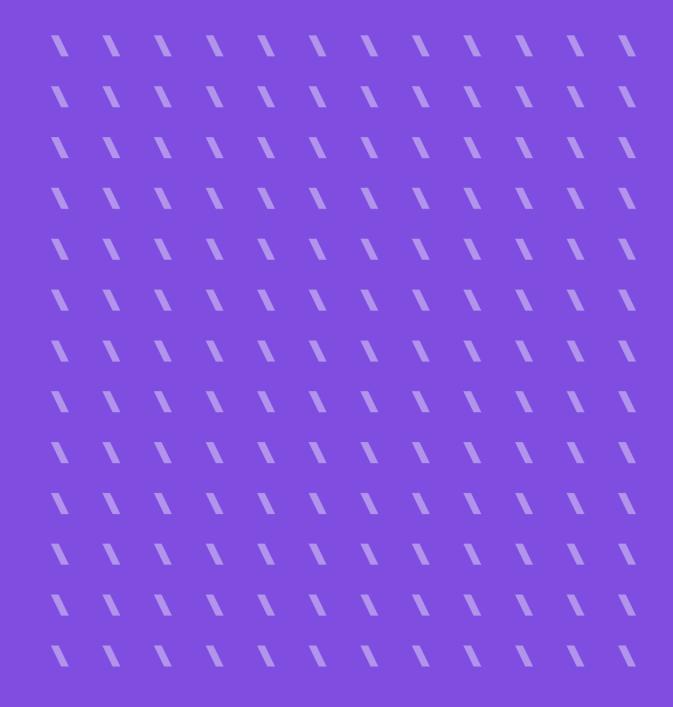




The Capabilities AI Creates Will Show Up Throughout the Next Generation of The Digital Roundtrip



Recent and Upcoming Product Innovation







Key Product Investment Areas







Epic Reports

Epic Dashboards

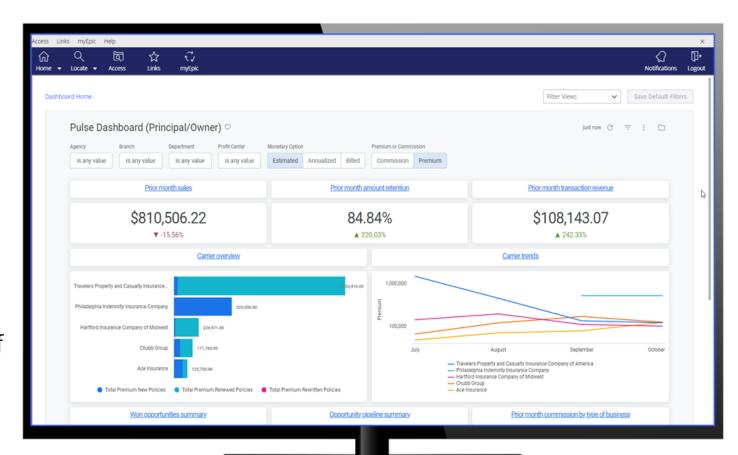
Embedded Insights

PRODUCT INNOVATION



Interactive Reporting & Analytics Embedded in Epic

- Understand performance trends, organizational productivity, and other critical business drivers
- Save time and effort by not running and preparing multiple disparate reports to answer common questions
- Reduce clicks across multiple systems with visualizations accessible from within Applied Epic
- Validate the quality and completeness of data captured in your management system



Available Now

PRODUCT INNOVATION



Epic Dashboards Key Capabilities



Pulse Dashboard

Serves as starting point for each persona

– Insightful high-level summary of data
most relevant to your job role



Flexible Views

Filter by structure, dollars, premium, commission and at time intervals that make sense for your business



Data Delivery and Scheduling

Download data in your preferred format, schedule deliveries to others via email



Alerts

Configure alerts for specific thresholds and conditions met within the business: expiring policies, book of business goals



Data Quality Dashboards

Validate data accuracy and understand inconsistencies visually and build trust



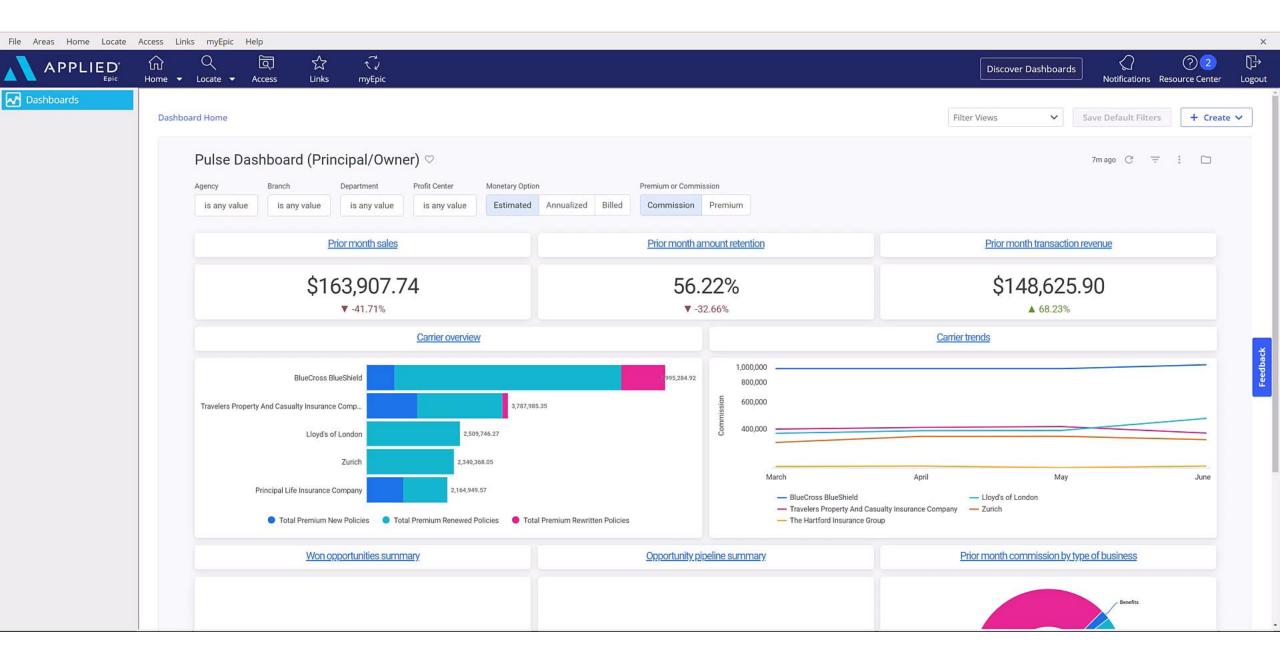
Asset Builder

Create custom visualizations based on your organization's specific and unique needs



Dashboards Purpose-Built for Different Job Roles





14

Pilot June 2025



Personal Lines Renewal Insights (Auto)

- Summary of current vs. renewed policy premium displayed in an Epic activity note for downloaded automobile renewals, including factors that may have impacted premium change
- Insights also benchmark premiums against other similar policies to inform decisions about remarketing (or not)
- Save hours of time manually reviewing and comparing documents during renewals, preparing for customer conversations and positioning as a strong, trusted advisor

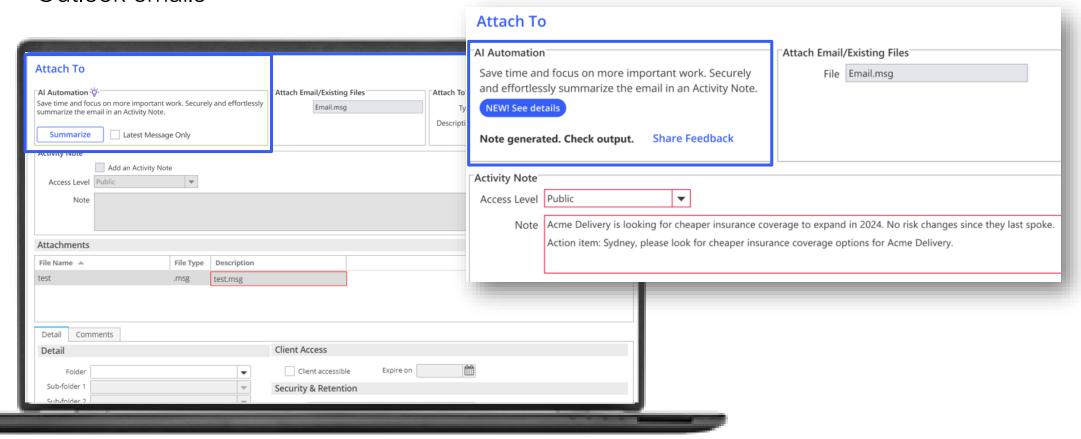


Available Now



Al-Powered Email Summaries in Epic

 A click of a button will generate an email summary that can be added as an Activity Note for Outlook emails



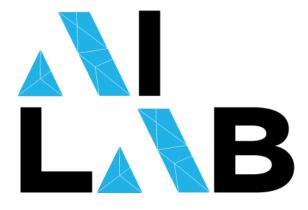
PRODUCT INNOVATION



The Applied AI Lab Has Provided a Space to Test our Early Thinking – and the Learnings Have Been Great

Benefits to Epic Customers

- Early access to test Al-assisted features
- Influential role in validating new concepts
- Informing potential use cases based on pain points/needs



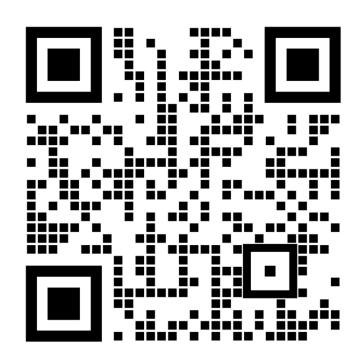
Benefits to Applied Product and Development Teams

- Access to customer segments more palatable to innovative capabilities
- Rapid iteration and learning
- Access to sample data
- Targeted experimentation with relevant user segments



How To Get Engaged with Al Initiatives at Applied

- Sign up to participate in the Applied Al Lab
 - Use the QR code to sign up ==>
- Selection for Al Lab program
 - If selected, you will be contacted via email from <u>AlLab@appliedsystems.com</u>
- Provide feedback to guide Applied AI strategy and roadmap
 - Avenues to provide feedback:
 - Email (separate email address per program)
 - In-product survey feedback
 - Participate in small group feedback sessions or office hours
- Al Lab participation prerequisites
 - Must be using Epic Browser, on the latest Epic release, and on Epic Cloud



The Future of Applied Epic in the Browser





APPLIED EPIC IN THE BROWSER



Why Browser?



- Modernized, updated screens
- Predictive text technology
- Search as you type



- Multiple layers of security
- Better protect your information and data
- Integrate your identity provider (IdP) for MFA



EXCLUSIVE FEATURES

- Al-Powered Email Summarization
- Attachment Preview
- Epic Quotes Commercial Lines
- Epic Dashboards



Browser Usage Continues to Grow

- Confidence around browser continues to grow, as performance improves, and defects are fixed faster
- Increased confidence has led to more customers rolling out and adopting browser

2,700+

Customers on Browser

75,000+

Users on Browser

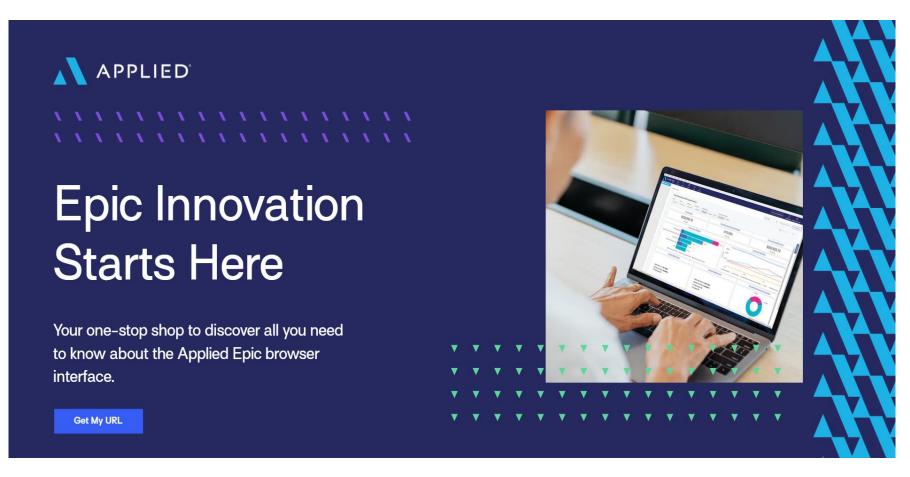
17,000

Users in Canada on Browser

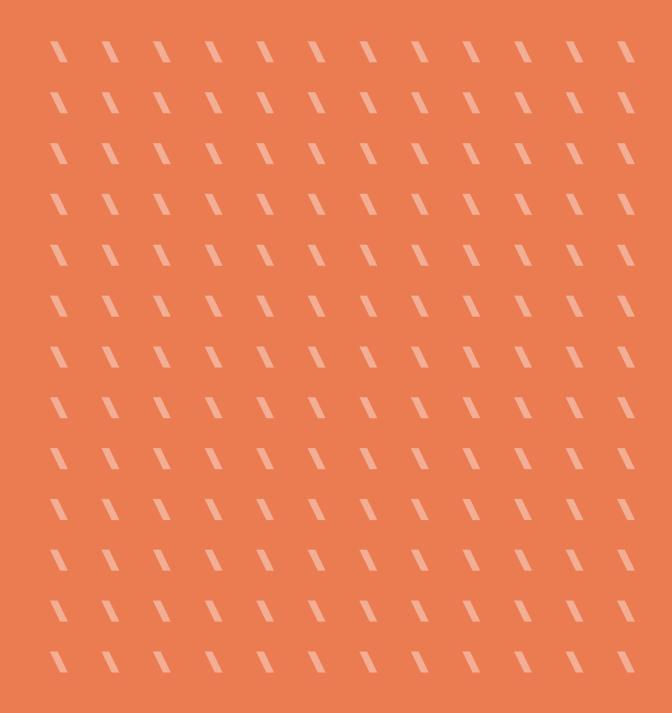


Tips for a Successful Rollout Learned Across Hundreds of Brokerage Adoption Journeys





Underutilized Value-Add Features in Epic

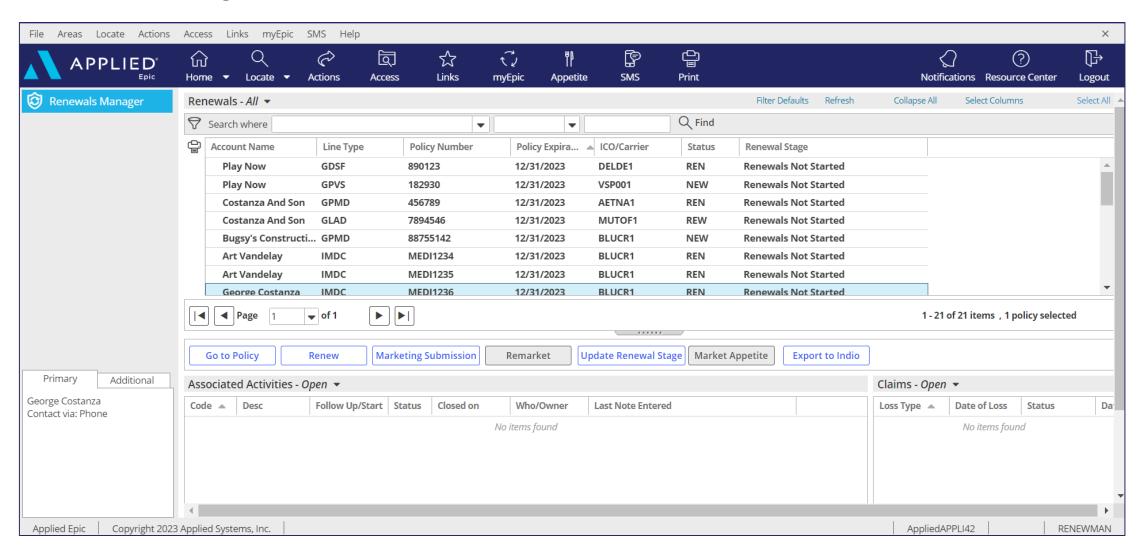




UNDERUTILIZED FEATURES



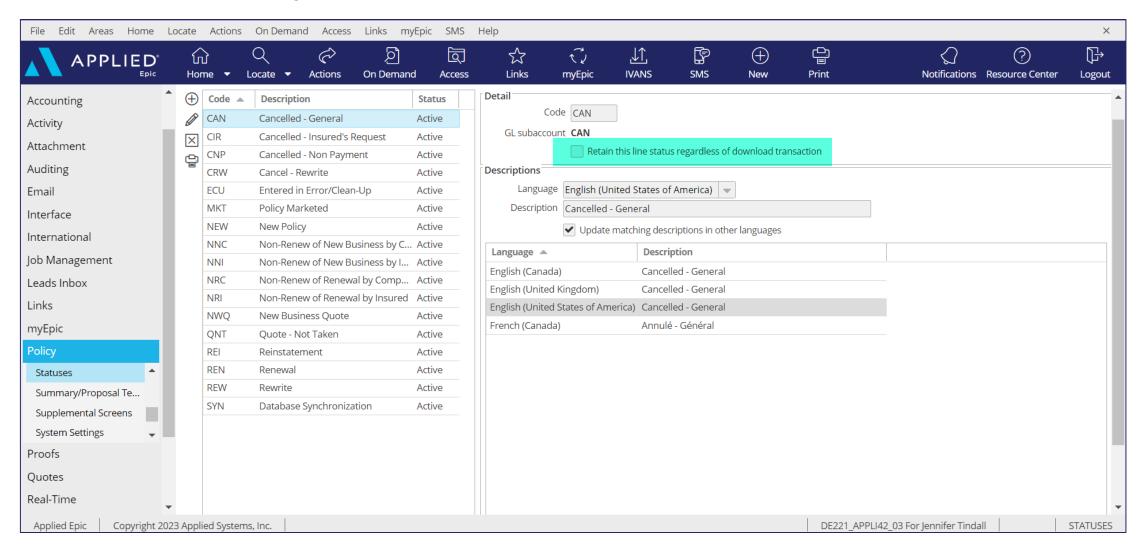
Renewals Manager







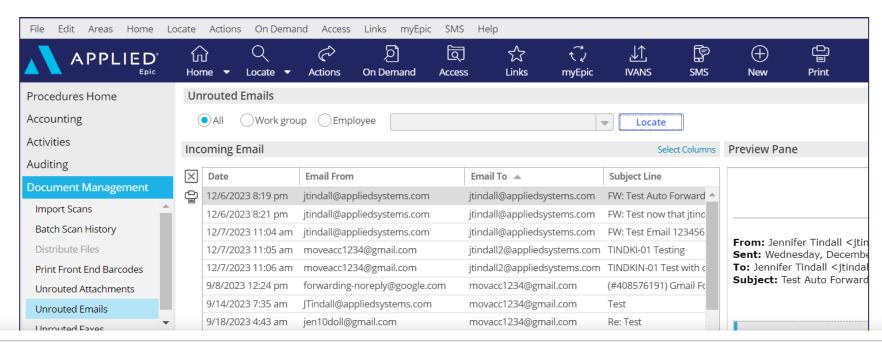
Do not override Policy Status



UNDERUTILIZED FEATURES



Email Monitoring

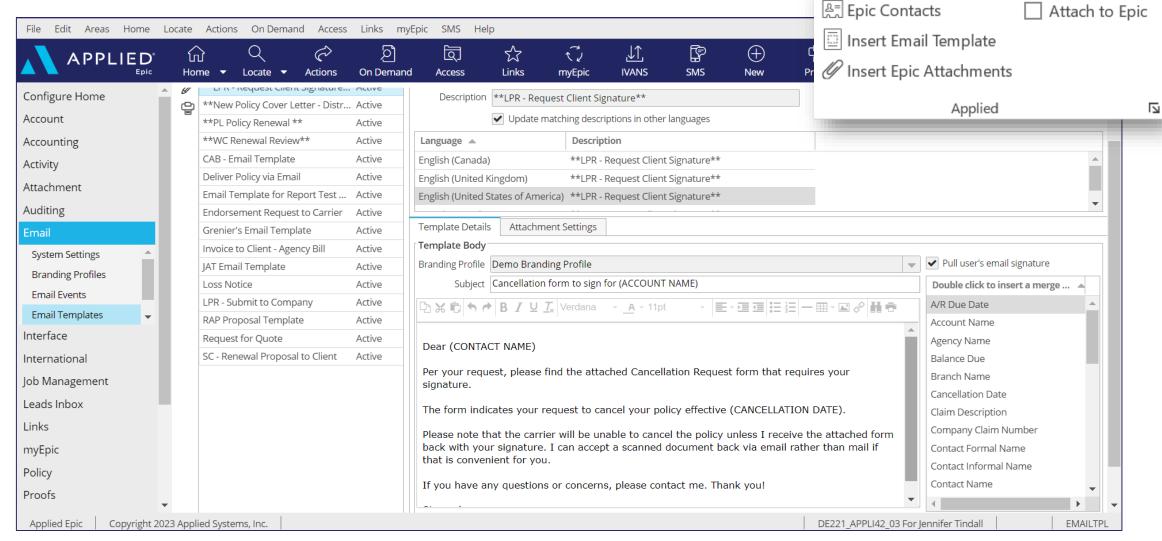


| Code ▼ | Description | Account Name | Follow Up/Start | Who/Owner Code |
|--------|--|----------------------------|-----------------|----------------|
| EMRM | Email Routed Test again | Jennifer & Phillip Tindall | 4/29/2024 | TINJE1 |
| EMRM | Email Routed FW: 123456 Help please | Jennifer & Phillip Tindall | 4/11/2024 | CERTS |
| EMRA | Test email - Email Routed Automatically | Tindall Tech | 12/4/2023 | TINJE1 |
| EMRA | 123456 Test - Email Routed Automatically | Tindall Kindle Repair | 12/7/2023 | TINJE1 |

UNDERUTILIZED FEATURES



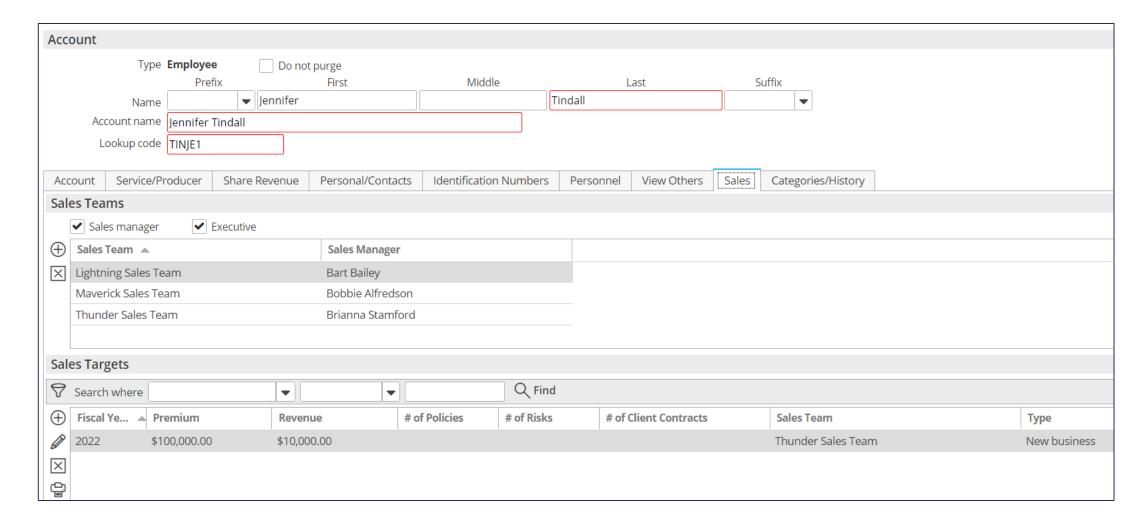
Email Templates (Outlook Add-In)







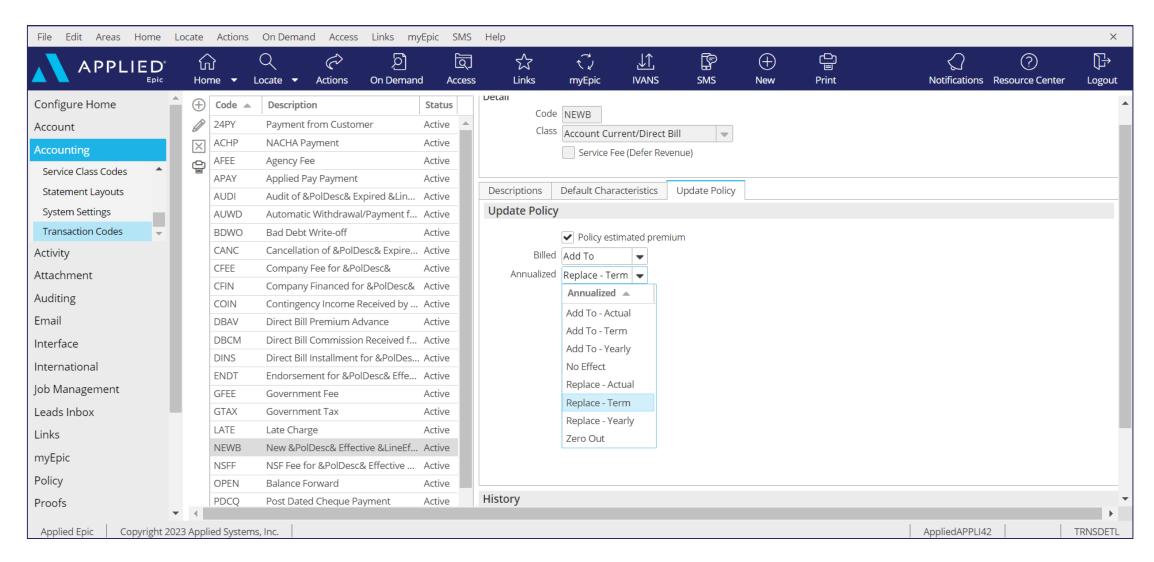
Opportunities



UNDERUTILIZED FEATURES



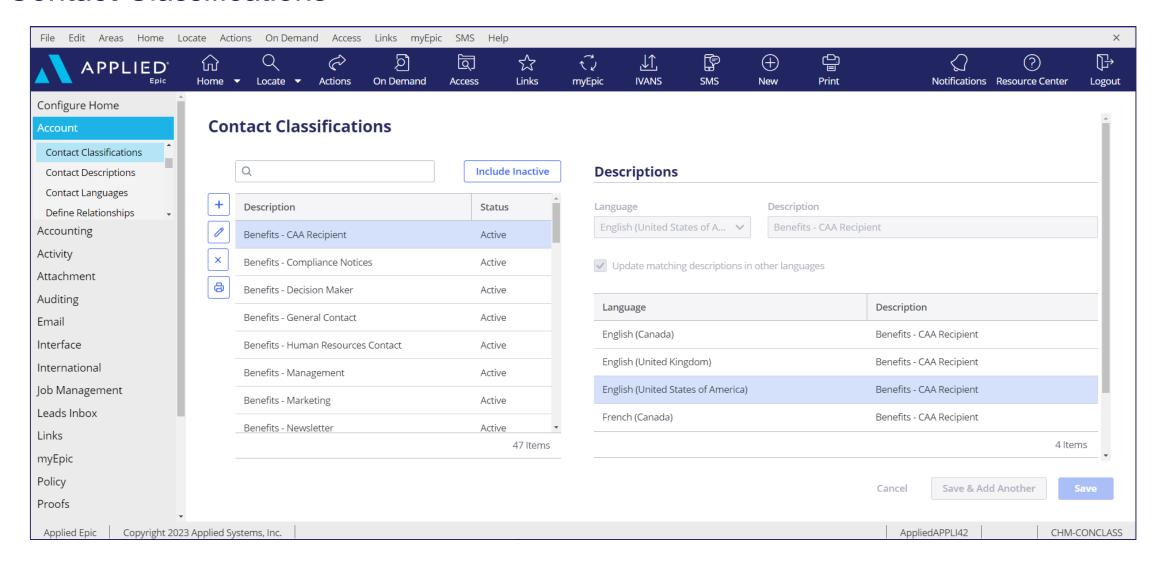
Annualized Premium Calculations



UNDERUTILIZED FEATURES



Contact Classifications





More Interface Download Value Drivers

Auto Close Activities: configure Download to close open activities

Download
Results: searchable
Communication Log;
easily resend download
transactions

eDoc Naming Convention: ability to name attachments with merge variables

Instant Download: instantly receive data from the carrier

Submit In-Process SSR: Mark in-process SSR as submitted vs. suspending

Reprocess
Suspense: triggers system
to pull items out of
suspense automatically

Retain Agency Entered Remarks: download no longer removes agency entered remarks

Download Dashboard:
easily see download
metrics & why items hit
suspense

Increase / Decrease
Activities: Specific
activities for premium
increase/decrease (aka.
exception report)

Populate Activity Amount field: If download created the activity, NEW, RWL, & PCH activities will contain the premium.

Recycle Bin: items deleted from policy, claims, eDocs go to recycle bin. Ability to recall them if needed

DL Activities Contain
Policy Number: policy
number written to notes
section, allowing for
auditing when it changes



Applied Customer Success Workshops

<u>Available On Demand (Select the "Past Events" box)</u>

- Understand Transaction Codes and Their Impact on Premium Fields
- Improving Workflows with Download Optimization
- Use Renewals Manager to Improve the Renewals Process
- Configure Renewals Manager to Improve the Renewals Process
- Achieve Efficiency and Consistency with Applied Epic Email Templates
- Underutilized Functionality in Applied Epic







Where to Find Assistance?



Applied Community

https://community.appliedsystems.com/s/

Product info, PAC, Applied University, Knowledge Base articles, Testimonials, and more



Customer Success Hub

https://www.appliedsystems.com/en-us/customer-success-hub/

Curated resources and job aides filterable by Applied product or job role



Applied Office Hours

Register via the Applied University Live Training Calendar



Email Applied Support: support@appliedsystems.com

Technical issues (e.g., report not working, can't log in, etc.)



Email Customer Success: customersuccess@appliedsystems.com

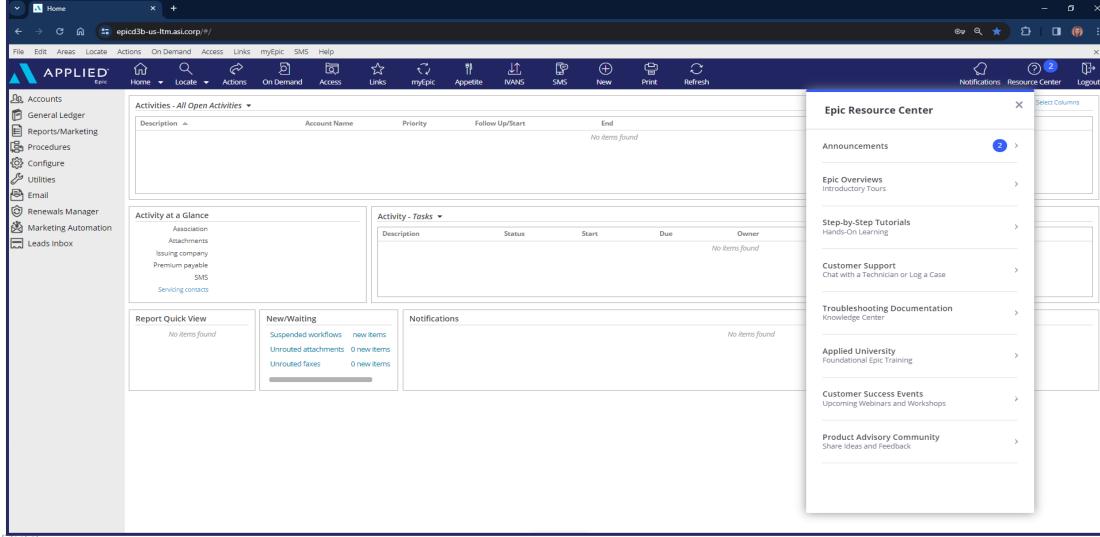
Questions about workflows and recommendations for best practices



Applied Community



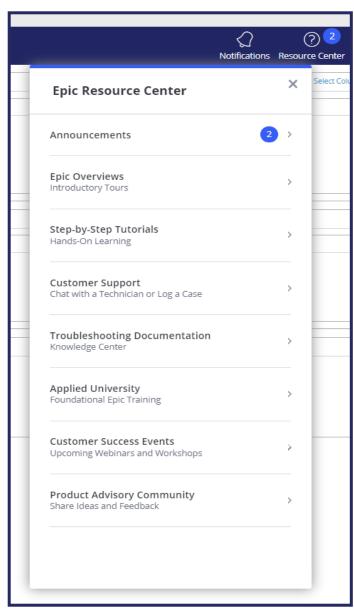
Applied Epic Resource Centre





Applied Epic Resource Centre

- Announcements: Get the latest updates
- Epic Overviews: New high level introductory tours of different areas of Epic
- Step-By-Step Tutorials: New targeted guidance to complete Epic workflows
- Customer Support: Chat with a technician or log a case
- Troubleshooting Documentation: FAQs and Support documentation in Applied's Knowledge Center
- Applied University: Live & on-demand training courses and office hours sessions
- Customer Success Events: Expert-led workshops
- Product Advisory Community: Share your ideas for product enhancements and feedback on product development themes



The Commercial Lines Journey



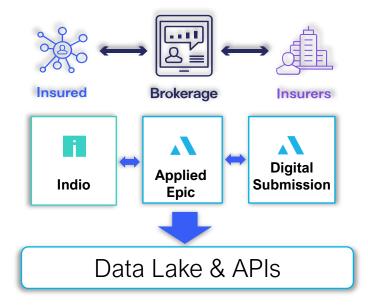


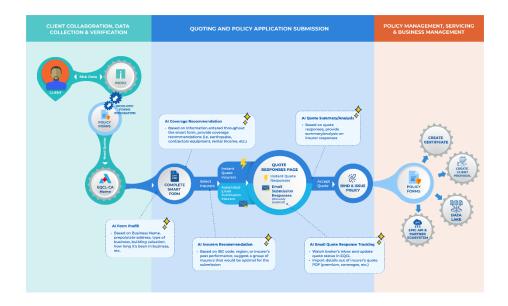


2025 Canadian Commercial Lines Product Focus: Completing CCL and Begin Building Intelligence in CCL

Completing Connected Commercial Lines

2. Begin Building New Al-Powered CL



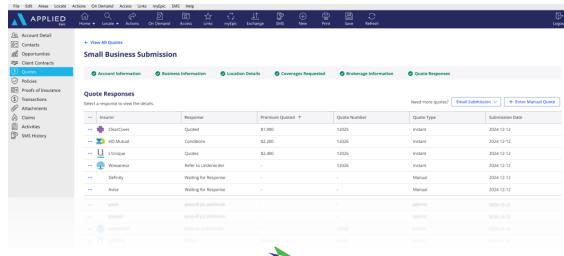




Epic Quotes Commercial Lines (EQCL)

Simplifying the Commercial Lines submission process:

- Unified workflow for real-time and email submissions
- ✓ Modern & smart UI with dynamic questions
- ✓ Support of multi-operations and multi-locations
- ✓ Re-use of insured data; eliminating double entry
- Smooth transition between submissions and Policy Forms for policy creation, certificate management and enterprise reporting via Data Lake























Two additional leading carriers expected to join in 2025



Modern & Smart Digital Submissions in Epic for ALL Commercial Packages in 1H 2025



Unified Workflow for realtime and email submissions for ALL SME Commercial Packages



Modern & Smart UI with Dynamic Questions



Eliminate Double Entry.

Smooth Transition
between Indio and Epic
Forms



Data Retained in Epic for Enterprise-level BI & Al Requirements



New Industry Segments Available in Epic & PW

Contractors

Retail

Business & Professional Services

Real Estate

Farming Services

Warehousing Services

Hospitality

Coming Soon (Early Q3)

Health Services Wholesale Services

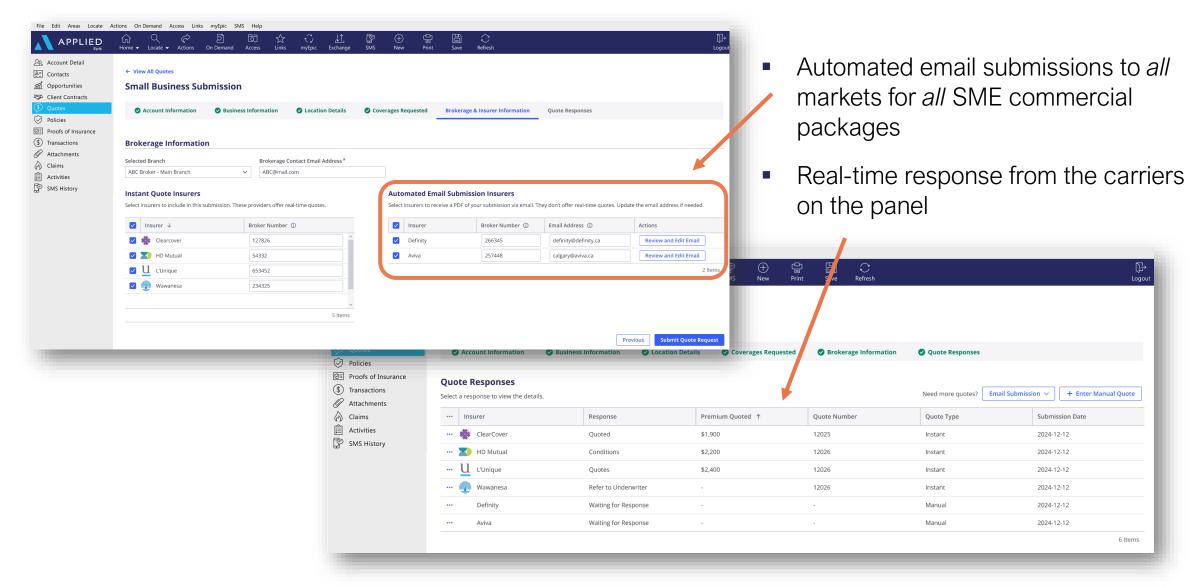
Manufacturing /
Processing
Services

Member Organization Services

Education Services



Canadian EQCL - Automated Email Submission



CONNECTED COMMERCIAL LINES

Indio Forms Integration with Epic Forms

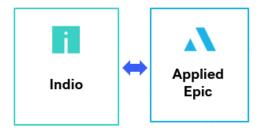
Early Adopter Program (EAP) in Progress

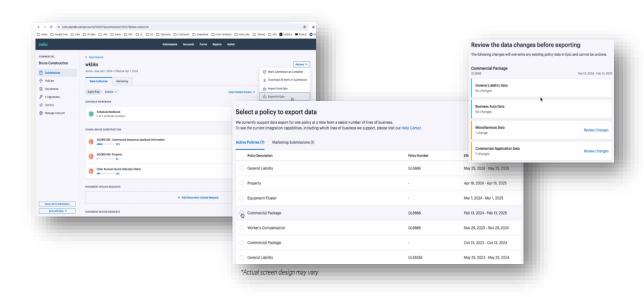
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Brokers can now enhance the **efficiency** and **productivity** of their application data entry process with the **seamless** Indio/Epic Forms **integration**.

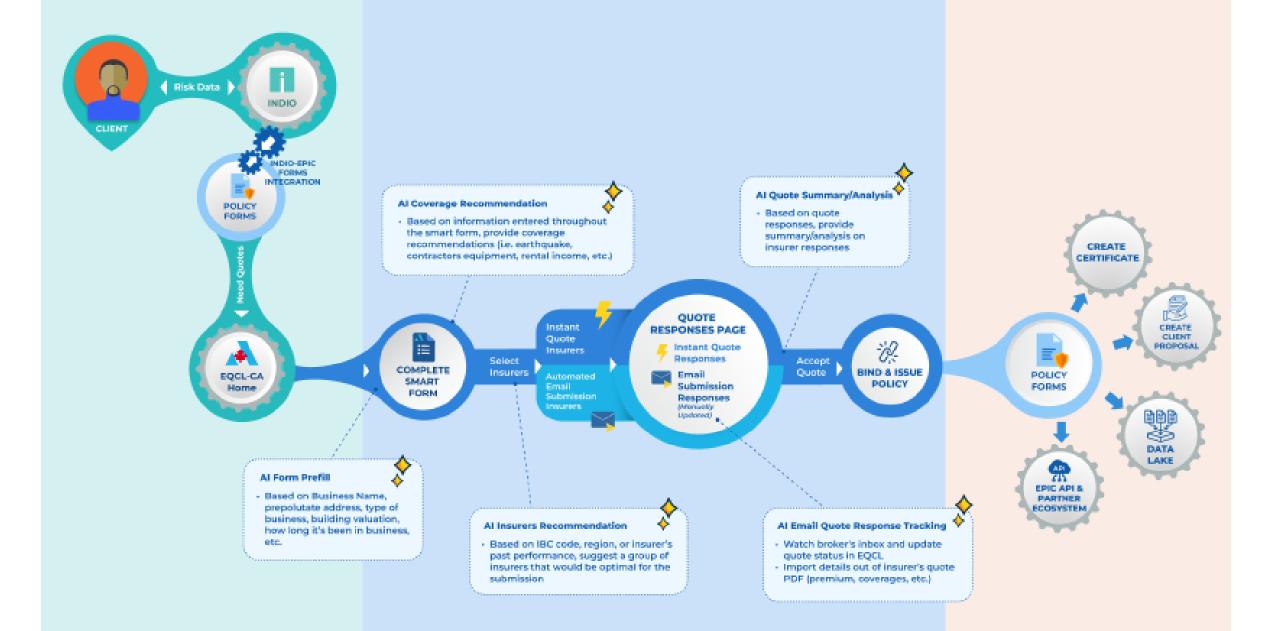
This new integration not only simplifies data entry but also reduces scope for error, providing a streamlined workflow for **E&O Prevention**.

√ 4,900+ Canadian Common Data Store (CDS) fields now available for a seamless data transfer!





The Indio-Epic Form integration works for all CDS data fields irrespective of whether the integration is utilized with Applied provided forms, cloned Applied forms or custom Epic forms created via the Epic Form Builder.





Next Steps - Setting Your Team Up for Success

Epic Browser

Adopt Epic Browser

Epic Forms

- Adopt Epic Forms
- Complete Custom Form Conversion

Broker Licensing

• EQCL, CSR24 and Indio



