

Customize this eBook by adding your own custom content and submitting your logo, brand color, fonts, and more to Bridge Partners’ design team.

Setup form

1.

The name of your company, correctly capitalized
2.

The name of your solution, as it should appear in copy
3.

Your brand colors in hex format (at least 1, up to 3)
- #

#

#

Yellow highlights in the template indicate areas where you must add input.

For reference, view a designed sample of the final interactive template: [flippingbook.com](https://flippingbook.com)

Six challenges (pop-up content, page 2)

See page 2 for guidance. Please submit 1-4 sentences per challenge, roughly 10-50 words.

For reference, feel free to use any of our suggested challenges:

- Changing customer expectations
  - Cost savings and legacy systems
  - Addressing fraud and cybercrime
- Complex regulatory environment
  - Threat of disruption and disintermediation
  - Increasing frequency/severity of claims
- Employee collaboration and changing work patterns

Ten benefits (pop-up content, pages 6-7)

See page 6 for guidance. Please submit 1-4 sentences, roughly 10-50 words, illustrating how the **BENEFIT PILLAR** addresses the **challenge**

<div>MODERNIZE CLAIMS</div> <div>Lower the cost of claims</div>	<div>MODERNIZE UNDERWRITING</div> <div>Lower cost of underwriting</div>
<div>MODERNIZE CLAIMS</div> <div>Improve your claims process</div>	<div>MODERNIZE UNDERWRITING</div> <div>Enhance customer experience</div>
<div>MODERNIZE CLAIMS</div> <div>Enhance customer experience</div>	<div>MOVE CORE SYSTEMS TO CLOUD</div> <div>Reduce infra and ops cost</div>
<div>MODERNIZE CLAIMS</div> <div>Reduce fraud related to claims</div>	<div>MOVE CORE SYSTEMS TO CLOUD</div> <div>Enhance processing time</div>
<div>MODERNIZE UNDERWRITING</div> <div>Improve speed to quote</div>	<div>MOVE CORE SYSTEMS TO CLOUD</div> <div>Access value-add cloud services</div>

Attachment list

Please send all of these files attached to the email when you send this form to the Bridge Partners design team

Your logo, in dark and light versions with transparency (.png, .ai, .eps, etc.)

Your custom fonts

This .pdf, saved with all fields filled on all pages

Optional, but recommended:

Custom icons matching your challenges for page 2 (.png, .ai, .eps, etc.)

Custom icons corresponding to the benefits on pages 6-7 (.png, .ai, .eps, etc.)

Custom high-resolution replacement images for pages 1, 3, 5, 6, 7, 8 (please specify which images belong to which pages)

Partner logo



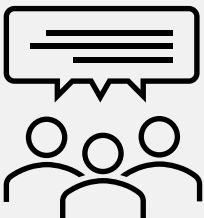
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**Modernize your Core  
Insurance System with  
(Solution name) from  
(Partner name) and Microsoft**



# Are these challenges familiar?

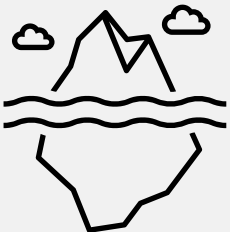
Click each challenge for details



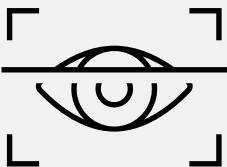
Changing customer expectations



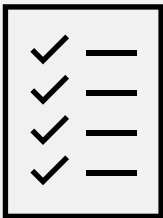
Cost savings and legacy systems



Threat of disruption and disintermediation



Addressing fraud and cybercrime



Complex regulatory environment



Increasing frequency and severity of claims



VIDEO

Video title:

Video URL:

Partner: in the form on the first page, specify any six challenges, and for each challenge, provide 1-4 sentences (10-40 words total) of more detail. This could cover how your industry or customer base experiences this challenge, and/or an illustrative statistic. This content will appear in an interactive pop-up when a reader clicks on the individual challenges.

# Empowering the insurance industry

(Partner name) and Microsoft are partnering together with a mission: to empower the insurance industry to gain agility and achieve more—with a modern core insurance system.

Partner logo

## About us

About us content. Use this space to briefly describe who you are, what you do, what you stand for in 2-5 sentences. Bring your distinctive brand voice to this section. Please provide the link to your brand video.

Video title:

Video URL:

## Key accomplishments

Key accomplishments content. Use bullet points to highlight up 4 of your organization’s major achievements or specialties

## Our customers

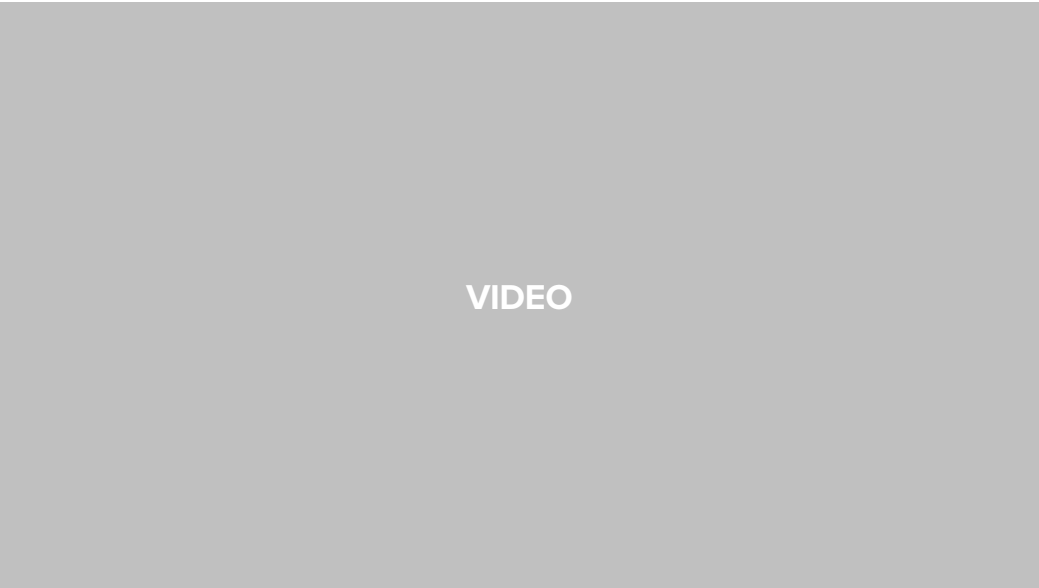
Our customers content. Provide names and logos for up to 4 customers

## Case studies

Case studies content. Use brief introductory copy (1 sentence) to link to case studies

## Solution overview

Solution Overview content. In 2-4 sentences, summarize the value of your solution—you will be providing more detail about the benefits on the following page.]





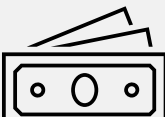


# How can (solution name) make a difference for you?


You can serve your customers better and transform the way your operations work by modernizing legacy systems.

## Modernize your claims


Click each benefit for details




Lower the cost of claims



Improve your claims process




Enhance customer experience




Reduce fraud related to claims

## Modernize underwriting


Click each benefit for details



Improve speed to quote



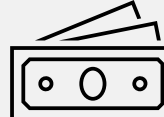
Lower cost of underwriting




Enhance customer experience

## Move core systems to the cloud


Click each benefit for details



Reduce infrastructure and operational cost



Enhance processing time



Access value-add cloud services

### Customer story: GEICO

Leading US automobile insurer **GEICO** backs up its compelling customer messaging with effective technology. Turning to the cloud to create frictionless customer experiences, **GEICO** has transformed its mainframe-based internal business applications and migrated them to Microsoft Azure

[Learn more](#)

### Customer story: LV=

British insurer **LV=** has reduced their approximately 20% of motor vehicle accidents where fault couldn't be determined to just under 4%. They've dramatically reduced the cost of claims and improved customer experience and satisfaction. And it's during this period that those minority of LV= customers faced a long and often arduous journey to settlement.

[Learn more](#)

Partner: in the form on the second page, provide 1-4 sentences/10-40 words to illustrate how each benefit pillar addresses the boxed challenges, which will appear in a pop up when a reader clicks on the major benefit text. Where available, add a customer testimonial or link to a video/case study that supports this major benefit.

# (Partner) and Microsoft: better together

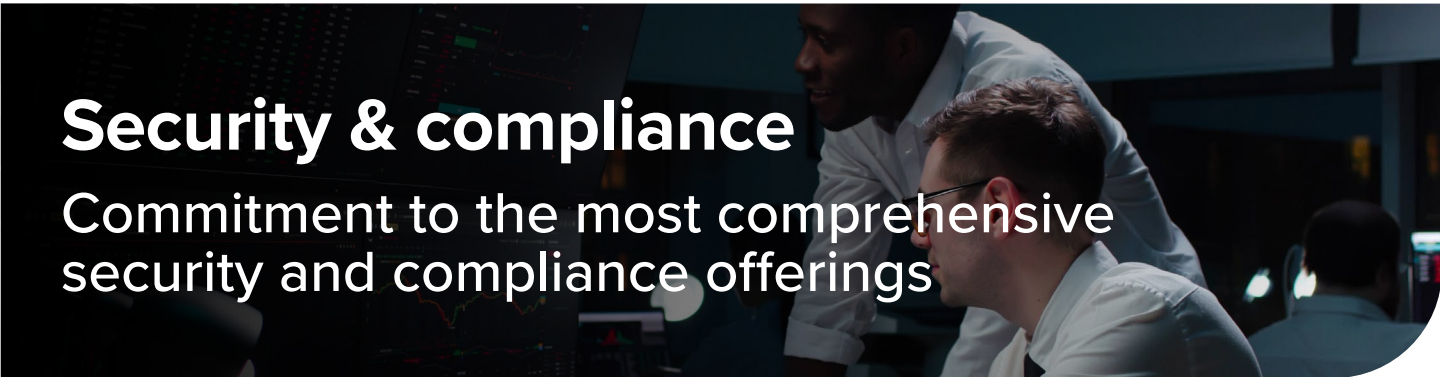
A partnership that empowers your achievement through:



**Trust**  
We never monetize your data



**Scale**  
Industry-leading cloud scale  
and partner ecosystem



**Security & compliance**  
Commitment to the most comprehensive  
security and compliance offerings

## Features and benefits of (solution name)

Partner: Use this space to detail the main features of your specific solution here. Then describe the benefits of that feature

## Offer

Partner: add the specifics of your offer here. Include, as appropriate, the summary of your offer, its value to the customer, how to get it, the details about your business, including contact details. At a minimum, provide a link to more details]



Partner logo

