



Agility in Action: Ibexis' Rapid Development and Launch of the Innovative FIA Plus™

Deployed in Under Three Months
Using Verisk's FAST Platform



Introduction

Ibexis Life & Annuity Insurance Company ("Ibexis") recently brought a fresh wave of opportunity to the independent marketing organization (IMO) sales channel with the announcement of a significant product launch, the FIA Plus™.

The Product: FIA Plus™

FIA Plus™ is a distinctive fixed index annuity product, offering unique crediting strategies linked to two proprietary indexes from Bank of America and HSBC; the S&P 500®; and a fixed account. Although the product's primary focus is on accumulation, it also provides additional floor options to enhance the potential for higher accumulation. The product's standout feature is its inherent flexibility, enabling clients to control their level of risk while accessing exclusive indices.

Benefits for IMOs and Agents: A New Paradigm

The launch of the FIA Plus™ is more than just a product introduction—it's a shift in the possibilities available for Ibexis' IMOs and agents. The product seeks to provide a competitive edge in the marketplace, backed by exclusive indices from Bank of America and HSBC. The unique design of the FIA Plus™ allows agents to offer their clients a product designed to adapt to varying risk appetites and financial goals.



Ibexis & FIA Plus™ - Rapid Response to Market Needs

FIA Plus™

Unique fixed index annuity product, offering risk control and access to exclusive indices.

Market Advantage

Provides IMOs and agents with a competitive edge via its adaptive design.

Client Focus

Commitment to meeting clients' needs through agile and innovative solutions.

Verisk's FAST Platform

Enables rapid product design, testing, and deployment.

Flexible Technology: Verisk's FAST Platform

Ibexis' sole technology platform—Verisk's FAST platform—exemplifies the insurer's dedication to technological advancement and adaptability. Known for its flexible architecture and simplified technology, the FAST platform was integral to the rapid launch of the FIA Plus™. This advanced toolset facilitated the swift design, testing, and deployment of the product, underscoring the FAST platform's efficiency and Ibexis' effective use of it.

Conclusion: Executing on a Commitment to Clients

The launch of the FIA Plus™ showcases Ibexis' dedication to being an agile player in the insurance industry. By providing a product that offers clients the ability to manage their level of risk while still pursuing accumulation potential, Ibexis is delivering solutions that meet its clients' current needs. This innovation, backed by Verisk's robust FAST technology and a commitment to agility, further cements Ibexis' place as a dynamic and responsive provider in the life and annuity insurance landscape.



For more information, contact:

+1.800.888.4476 | VeriskLife@verisk.com | www.verisk.com

