

Custom Software **SOLUTIONS INC.**

NEWS RELEASE

Custom Software Solutions Inc. announces rating integration project with Aviva Canada

Enabling faster, more accurate and effective quoting process for brokers

May 8, 2018 (Toronto, ON and Virden, MB) – Custom Software Solutions Inc. (CSSI) is pleased to announce an integration project with Aviva Canada for real-time direct rating between CSSI's IntelliQuote (IQ) and Aviva's Rating APIs. The integration will enable an effective and faster quote journey for personal lines in Private Passenger Vehicle and Habitational.

The rating process from vendors using a manufactured rate book is becoming an increasingly inefficient practice when customers are expecting real-time and accurately updated quotes. Recognizing this pain point, CSSI and Aviva acted on the opportunity to improve the rating journey using digital technology that will help brokers streamline the rating process significantly. The direct rating API improves rating accuracy, allows for rate updates in real-time, rate maintenance efficiencies and the ability to react to market conditions in a more timely fashion.

"We're excited to bring direct rating to market with CSSI for the first time," says Paul Fletcher, SVP of Distribution, Aviva Canada. "Our goal is to create a compatible rating engine that serves a multi-market purpose. This will not only improve the customer experience in the quote journey, but it'll also allow brokers to do business more efficiently and effectively."

"We look forward to delivering digital Real-Time Direct Rating using CSSI's IntelliQuote for our mutual Aviva brokers across Canada, with further real-time efficiencies to follow," stated Bill Murray, VP Sales of CSSI.

Real-time, direct rating with CSSI's IQ will roll out regionally beginning in summer 2018.

About Custom Software Solutions

Custom Software Solutions Inc. (CSSI) was founded in 1991 and is a leader in the development and delivery of real-time digital solutions and business process automation systems for Insurance Brokers, Companies and MGAs in Canada. Our proven Broker products, The Broker's Workstation, IntelliQuote, The Underwriter's Workstation and I-Client, and Insurance Company Products, I-Company, I-Broker, and I-Biz, are today providing significant efficiency gains leading to increased productivity and decreased operating expenses for both Broker and Company users. CSSI boasts a team of highly experienced programmers, insurance industry

professionals, and certified computer technologists. CSSI services its growing clientele of Brokers and Insurance Companies from its offices in Virden, MB. For more information, visit our website at www.cssionline.com.

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