

## **eDynamic designs & develops Distribution and Group Portals for New York Life**

**New Delhi, June 2008:** eDynamic, an end to end Web Solutions Firm, is developing Distribution & Group Portals for India's leading insurance company, Max New York Life.

eDynamic's close strategic partnership with Max New York Life, deep domain expertise in the insurance vertical and successful track record of execution of multiple projects including Web Design & Development, Interactive Marketing, Lead Management, Agent Portal/Customer Portal development & Business Intelligence reporting in the Insurance industry were critical success factors in the awarding of this project to eDynamic.

New York Life chose eDynamic to design & develop the Distribution portal to achieve higher retention of agents, provide consistent messaging to the agent community and reduce the loss of business due to unavailability of information and marketing collateral. Reducing the costs and time taken to communicate with the agent Community and providing agents with increased control & visibility into their business were also core reasons for this key initiative.

Reduced agent attrition, high rate of portal adoption, increase in policy closure rates & increased productivity will be some of the key benefits to New York Life from the new distribution portal being designed & developed by eDynamic.

eDynamic is also building a Group Portal for New York Life. This group portal will cater to the needs of corporate clients of the Insurer. Corporate customers can access information on each & every product available/bought, track the records of their respective employees insured. It will be a private, secure website which enables the Insurer to share documents and Policy information with their Group Policy end customers. The portal will enhance customer relationships by providing them complete, 24X7 access to their policy/premium statements along with product brochures, process documents, etc. online.

**About eDynamic:** Established in 1999, eDynamic is a Global Web Solutions Firm. We deliver end-to-end Web solutions & offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, custom application development, Business Intelligence, CRM and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

**About New York Life:** Incorporated in 2000, Max New York Life started commercial operation in 2001. In line with its values of financial responsibility, Max New York Life has adopted prudent financial practices to ensure safety of policyholder's funds. The Company's paid up is Rs. 1032 crore and has 33 bancassurance relationships, 14 corporate agency tie-ups and direct sales force at 14 locations.