



PRODUCT SUITE OVERVIEW

Meet GhostDraft

GhostDraft empowers insurers to transform **communications into engaging experiences** fast. For over three decades, carriers have used GhostDraft's intuitive end-to-end customer communications and digital experience platform designed for insurance. **65+ insurers** leverage GhostDraft to streamline the creation, delivery, and management of **personalized omnichannel communications** at scale. The GhostDraft suite integrates into your business to create better experiences, greater efficiency, reduced compliance risk, and more agility.



35+ Years of innovating insurance communication software



2600+ Empowered business users creating documents



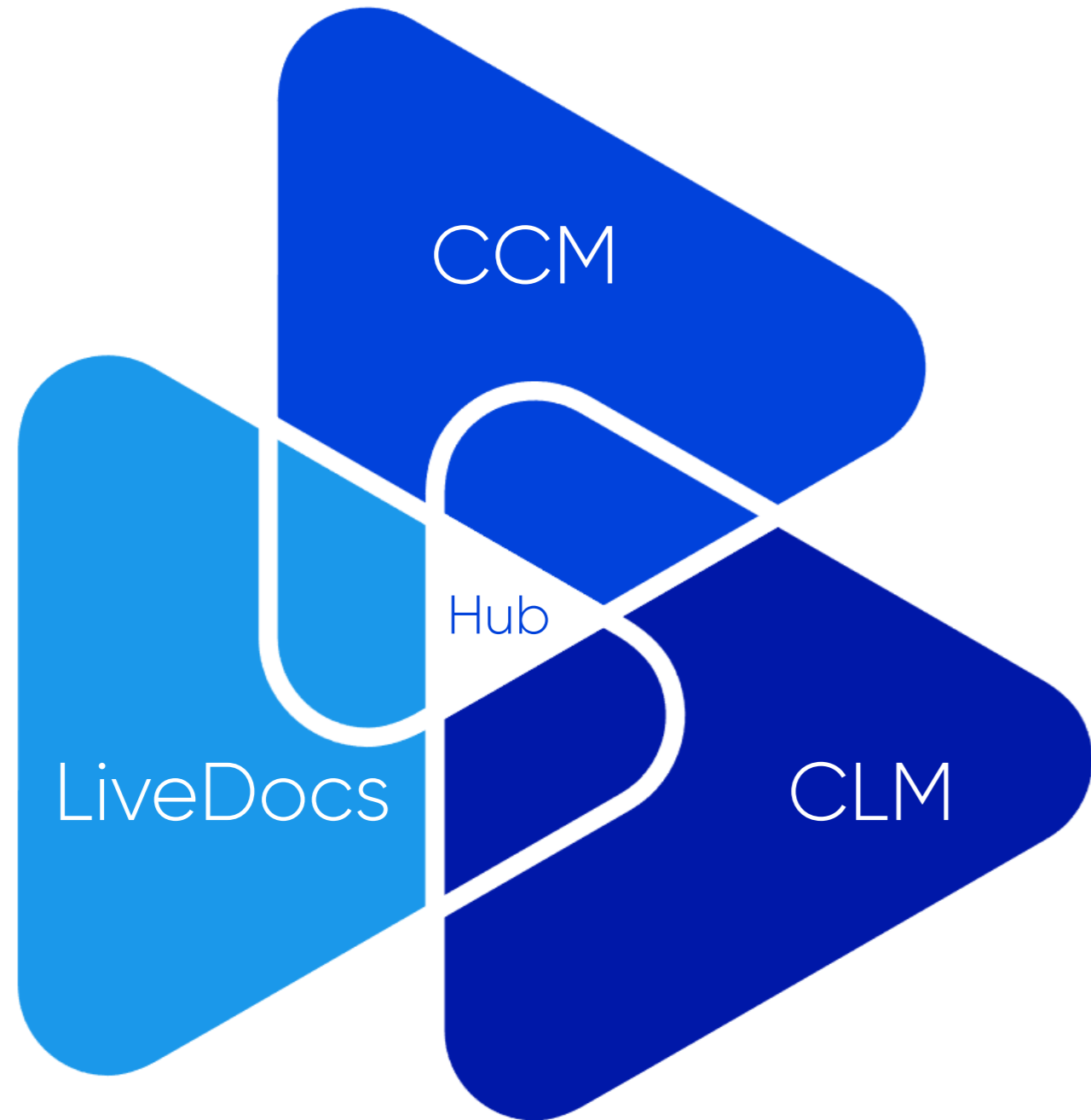
65+ Happy insurance customers across the US



100% Implementation success and retention rate



< 90 Days to go live with your new CCM solution



The GhostDraft Suite

The GhostDraft suite provides an end-to-end intuitive platform to manage all communications from design to delivery more efficiently.

Customer Communications Management (CCM)

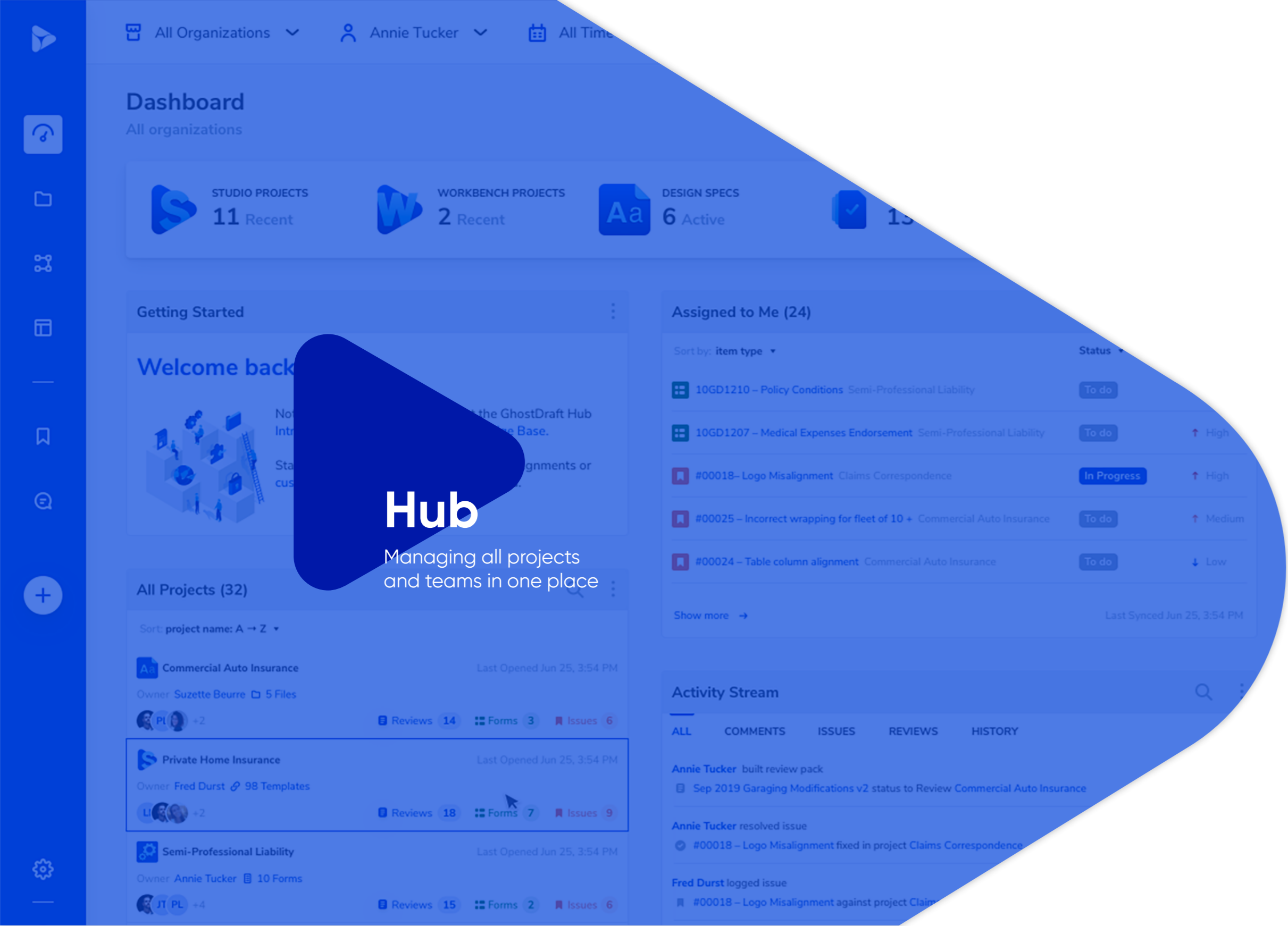
GhostDraft CCM empowers business users to author, test, and deliver communications, allowing IT to focus on data sourcing.

Communications Lifecycle Management (CLM)

GhostDraft CLM streamlines the design, delivery, and management of all communications end-to-end.

LiveDocs

GhostDraft LiveDocs is a modern, HTML5-based document format used to drive high levels of engagement, retention, and digital adoption.



Hub

Managing all projects
and teams in one place

Hub

Insurance communications are complex, and managing them is too. That's why we designed Hub, the centralized, role-based platform at the center of the GhostDraft product suite. This online Hub allows insurers to track and access relevant projects, analytics, and tools from one intuitive location. Hub takes the pain out of managing your communications and internal processes.

GhostDraft Hub empowers insurers to:

- ✔ Track and manage projects, tasks, deployments, and issues
- ✔ Create customizable dashboards and project notifications
- ✔ Review real-time BI summaries and analytics
- ✔ Quickly launch GhostDraft tools
- ✔ Easily review, test, and approve forms, documents, and notifications
- ✔ Automate project status and review archival
- ✔ Access product news, educational materials, and upgrades

[Learn more about Hub](#)



CCM

GhostDraft's Customer Communications Management suite empowers business users to streamline the creation, management, and delivery of personalized omnichannel communications - at scale. Designed for insurance, the GhostDraft CCM platform is easy to implement, maintain, and use, helping insurers of all sizes become self-sufficient and successful.

GhostDraft CCM empowers insurers to:

- ✔ Put business users in control of creating, testing, managing, and delivering communications
- ✔ Create hyper-personalized, omnichannel, and interactive forms and documents at scale
- ✔ Manage batch, on-demand, and interactive communications
- ✔ Build workflows to automate processes and get to market faster
- ✔ Ensure compliance and brand consistency
- ✔ Simplify complex content change control
- ✔ Align IT and business processes

[Learn more about CCM](#)

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Markup

Scenarios

Joint Policy

Single Policy Holder

Summary

Single policy holder that has exceeded the benefits of the policy.



Activity

Jane Baldwin Approved 2 hours ago

Other Scenario

Policy Lapsed

Other Scenario

+ Add Scenario

Freedom Specialty
43234 Union Way
Dallas, TX 75755

FREEDOM SPECIALTY
INSURANCE COMPANY

Marlon Brando
1600 Pennsylvania Avenue NW
Washington, District of Columbia, 20500

Commercial Auto Business Owners

Interest in receiving a Commercial Auto Freedom Specialty Insurance Commercial Auto quote proposal for Marlon Brando you requested. Regarding the quote proposal please feel free to contact us at

Makes a cutting edge approach to crafting products and services that meet requirements of our clients and enable us to respond to local needs. This strategy contributed to our success, allowing us to be entrepreneurial yet financially secure. With 20 are building a truly global branch network.

All of Freedom Specialty rated insurance and reinsurance subsidiaries are rated A by A.M. Best Company, A by Standard & Poor's, and A2 by Moody's, and our Lloyd's Syndicate 2232 is rated A+ by Standard & Poor's and AA- (Very Strong) by Fitch. Marlon Brando can trust Freedom Specialty to fulfill it's obligations, we remain financially strong and committed to our mission.

Regards,

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P | 212-329-6906
F | 212-329-6933

new real...
2 hours ago

Jane Baldwin made a comment
The authors have clarified several...
raised in my previous review.
2 hours ago

Fred Durst Logged a issue
#00018- Logo Misalignment
2 hours ago Highlight

Fred Durst Logged a issue
#00025 - Incorrect wrapping for additional info
2 hours ago Highlight

Annie Tucker Created new version
Updated to version 3.3
Jun 25, 3:54 PM
2 hours ago Comment

Fred Durst made a comment
Unfortunately the authors have not updated the paper with a 2x2 table.
2 hours ago

Fred Durst Logged a issue
#00018- Logo Misalignment
2 hours ago

John Wick Created...
Updated to v...
2 hours ago



CLM

Managing communications lifecycle in one unified platform

CLM

GhostDraft Communications Lifecycle Management is designed to help carriers manage all communications end-to-end. This powerful and easy to use suite empowers you to manage initial development, state filings, specification requirements, development, testing and review, deployment, and delivery within one unified platform built for the entire organization.

CLM empowers insurers to:

- ✔ Design new and updated product communications
- ✔ Search and build a content repository with automated tagging to easily reuse content
- ✔ Automate versioning and history archiving for a complete audit trail
- ✔ Generate standardized specification requirements for all documents
- ✔ Collaborate with key stakeholders across the entire communications process
- ✔ Build automation workflows for task assignments, approvals, and much more
- ✔ Manage and track state filings

Learn more about CLM

LiveDocs

Transforming communications into engaging experiences

LiveDocs

GhostDraft LiveDocs is a modern, highly interactive, and secure document format using web-based technology. Personalized video, live graphs and charts, embedded chatbots, document query, and interactive forms are some of the LiveDocs capabilities designed to enhance your insurance communications and engage customers.

LiveDocs empowers insurers to:

- ✔ Build personalized, two-way, data-driven, and responsive communications
- ✔ Drive policyholder retention and expand customer relationships
- ✔ Generate cost savings by reducing print, postage, and call center volume
- ✔ Gain a customer experience competitive advantage
- ✔ Create one template that adapts to any channel and device upon delivery
- ✔ Boost upsell and cross-sell activities
- ✔ Accelerate digital adoption

[Learn more about LiveDocs](#)



Services

Optimizing your operations with flexible support and services

Professional Services

GhostDraft provides a dedicated services team who leverages years of experience and a deep understanding of the insurance market to deliver a range of services and ensure success for our clients. We offer three tiers of service for our clients, including self-service support, project service, and managed service.

Professional services empower insurers to:

- ✔ Get flexible online or in-person training
- ✔ Benefit from mentorship
- ✔ Access our 24/7 support
- ✔ Get help with only the projects you need with project-based services
- ✔ Use implementation services to get up and running in no time
- ✔ Outsource all your communications work with our managed services package
- ✔ Leverage an experienced team for custom development or advisement services

[Learn more about Services](#)



DAK PRESCOTT
5 MEDIA LANE
LEWISVILLE, TX 76543

Dear Dak Prescott:

Why we are writing
We are writing to ask you to help receives the Antique Discount or Cruze.

What you need to do
To continue applying this discount vehicle, please send an updated

By 06/30/2016, please send us t

- Fax us at (888) 223-9700.
- E-mail a scanned copy of insurance@freedomben
- Send it in the return enve

Without this update, we are una coverages on your policy for the:

Additional Reports
Thank you for your business. It h

If you need more information
If you have any questions or hav hesitate to contact me at 800-43

Sincerely

Steven Miller
Underwriting Manager



DAK PRESCOTT
5 MEDIA LANE
LEWISVILLE, TX 76543

Dear Dak Prescott:

Insurance, by nature, can be comp If you are concerned or have any q happy to help you fully understand

Freedom National Insurance

ANTI-STACKING PROVISION
No limits shown on this declaration discussed further

NONPAYMENT
If the premium standard time not paid and y

LOSS PAYABLE
Payments for mortgage/lien invalid due to

When we pay
mortgage/lien

You or the mo ownership of t

CANCELLATION
We reserve the right to cancel this mortgage/lienholder.

Policy Information

Policy Number GB-535435
Effective 02/01/2021
Expiration 04/01/2021
Named Insured(s) Dak Presco Samantha I 5 Media La Lewisville, Freedom N 4325 Qua Lexington,

Name DOB
Samantha Prescott 08/1

Vehicle Information

Veh. #	Year/Make/Model
1	1910 Ford Model T
2	2016 Lincoln Navigat
3	2010 Chevrolet Cruz

Garaged Address

Veh. #	Year/Make/Model	VIN	Address
1	1910 Ford Model T	1839048390	4200 Parliament Place Dallas, TX 75732

DAK PRESCOTT
5 MEDIA LANE
LEWISVILLE, TX 76543

Named Insured

Name Insured(s) Dak Prescott
Policy Number 4324875974
Policy Term Annual
Effective 02/01/2020
Expiration 04/01/2021
Address 5 Media Lane
City Lewisville, TX 76543

Reside
Year Built
Construction type
Occupancy
Primary Source of Heat
Responding Fire District Jeffe

Coverage and Endorsements

PROPERTY – single deductible for all property coverages

Coverage	Limits	Deductible	Premium
Dwelling	\$500,000 per occurrence / \$250,000 per person	\$500.00	\$250.00
Contents	\$150,000 per occurrence / \$150,000 per person	\$500.00	\$100.00

ADDITIONAL PROPERTY COVERAGES

Coverage	Limits	Deductible	Premium
Attachment of Structures	\$10,000 per occurrence	\$500.00	\$250.00
Water Damage	\$250,000 per occurrence	\$500.00	\$100.00
Sump Pump	\$25,000 per occurrence	\$500.00	\$150.00

LIABILITY

Coverage	Limits	Deductible	Premium
Liability	\$100,000 per occurrence / \$500,000 per person	\$500.00	\$350.00

Total Premium \$1,150.00
Total Fees \$50.00
Total Premium + Fees \$1,200.00

ISO Services

Designed for the insurance industry, GhostDraft offers preexisting ISO content to accelerate your speed to market. Included in your ISO subscription, we provide an experienced ISO development team to customize, monitor, maintain, and update your ISO forms and endorsements. Access, customize, and manage ISO content directly in a powerful customer communications suite.

ISO services empower insurers to:

- ✔ Get new or updated products to market faster with standardized and compliant communications
- ✔ Gain real-time ISO updates with ISO circular monitoring
- ✔ Stay 60 days ahead of effective dates at all times
- ✔ Minimize compliance risk and meet regulatory requirements
- ✔ Use an experienced team to help you customize your ISO forms and documents
- ✔ Get access to over 10 lines of pre-built forms
- ✔ Benefit from flexible pricing and an all-inclusive subscription

[Learn more about ISO](#)

Why GhostDraft?

A few reasons why 65+ US insurers trust GhostDraft



Customer Success

We put the success of our clients first. We combine our deep CCM and insurance expertise to deliver quality products and services that have produced a 100% retention rate and implementation success among US insurers of all sizes.



Focused on Insurance

Our primary focus is the North American insurance market. With over 35 years of experience, our teams have deep expertise in insurance. We work closely with analysts, industry organizations, and our customers to deliver the most impactful products.



Integrated with the Best

GhostDraft is integrated with many industry-leading core system vendors. Our platform's unique architecture facilitates rapid and flexible integration with other 3rd party or legacy systems, empowering you to start creating better customer experiences today.



Continuous Innovation

We're always asking 'what's next?' for our clients and the market, continuously investing in the GhostDraft product suite to deliver the most valuable innovations. The GhostDraft team asks questions, pushes boundaries, and builds future-proofed solutions, making GhostDraft the only CCM solution you will ever need.



Modern Technology

GhostDraft is a modern and cloud-based solution, delivering advanced, omnichannel CCM capabilities. Our platform is flexible, scalable, and simplistic, making a core system change easier and less risky. Deployed through Microsoft Azure, we guarantee reliability, security, and rapid implementation.



Software as a Service

GhostDraft offers a flexible, annual subscription with lines of business or enterprise packages, lowering costs and delivering scalability. Our SaaS model empowers you with a new level of control, security, and access while reducing the total cost of ownership and hassle of being on-premise.

Partnered with the best

A few of GhostDraft's 20+ insurance solution provider partners



Trusted by many

A few GhostDraft's 65+ insurance customers



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