



## **iClarify rolls out to Alberta Brokers**

**For Immediate Release...Toronto, ON April 24, 2012** SCM Risk Management Services (RMS) is pleased to announce the launch of iClarify Services to Alberta Brokers using the Compu-Quote and PowerQuote platforms. The initial launch is focused within the cities of Calgary, Edmonton, Lethbridge, Red Deer and Medicine Hat with enhanced data and imagery continuing to go live throughout 2012.

"We are excited to offer iClarify's residential data validation platform to Alberta Brokers and announce that iClarify is now available to 90% of brokers across the country through Compu-Quote and PowerSoft," stated Jeff Sutton, National Director, iClarify. "The service will continue to expand from coast-to-coast throughout 2012 providing brokers with more actionable intelligence through enhanced data and imagery than ever before."

The award-winning technology combines unique, proprietary data derived from the largest repositories of total loss claims and inspection data nation-wide to create an aggregate predictive data model. iClarify generates 14 critical construction data elements while also providing accurate, geo-coded streetscape and satellite imagery. In effect, brokers are able to now "see the risk", driving accuracy, transparency and a solid understanding of the risk at point of sale. The service has allowed brokers to experience a new level of innovation and sophistication through a streamlined approach to risk selection while also driving efficiencies such as reducing average quote times.

"PowerSoft is thrilled to be a part of the continued rollout for the iClarify service. Our Alberta brokers have been inquiring about iClarify and will surely be excited to now have access to the service within their PowerQuote software" said Chris Lang, PowerSoft President and CTO.

James Nickelo, Senior Vice President of Compu-Quote stated, "We are very pleased to be now offering this exciting functionality to our Alberta brokers and are confident they will benefit as much as other brokers have across Canada."

Following the success of iClarify Residential, RMS launched iClarify Commercial in January 2012 as an innovative means of approaching commercial property assessment. The tool allows users to dramatically reduce time spent gathering preliminary data, greatly improve submissions, deliver salient recommendations and approach clients with a confident understanding of their needs.

30 -

#### **About SCM Risk Management Services Inc.**

SCM Risk Management Services provides innovative, customized risk solutions tailored to each client's specific needs and special requirements through an integrated, streamlined, and synergized solutions. We are the largest risk inspection company in Canada and the only one that is truly national in scope with local offices right across the country. Our experienced and expert teams of loss control specialists, appraisers, valuation professionals, and risk managers, provide a broad selection of products and services, like iClarify, with the valuable risk information the industry needs to profitably manage its commercial and residential portfolios.

#### **About Compu-Quote Inc.**

Since 1983, Compu-Quote has been Canada's leader in the underwriting and rating software and related services. A pioneer in the industry, that continues to deliver innovative solutions for insurance companies, brokers, actuaries and providers of insurance products for consumers through the web. Compu-Quote integrates with third-party data providers, as well as Canada's leading broker management systems and company mainframe technology.

#### **About PowerSoft**

PowerSoft was founded in 1998, with its main focus being the design and development of effective software solutions for Insurance Brokers in the Canadian market. These software tools are designed to improve efficiency and streamline operations, simplifying and speeding up the day-to-day duties of Canadian Insurance Brokers. For PowerSoft inquiries, please contact Chris Dunn, VP Sales and Customer Service, at [cdunn@power-soft.com](mailto:cdunn@power-soft.com). You may also visit [www.power-soft.com](http://www.power-soft.com) or call 1.888.833.7697.

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