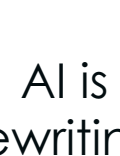


How Industry Leaders Achieve Distribution Velocity

Breaking Through Insurance Distribution Drag

The Old World Has Vanished

For more than a century, insurance has powered progress. But the industry was built for a different era.



AI is rewriting workflows



The talent gap is widening



Regulation and litigation are rising



Carrier appetite is shifting



Traditional growth levers are fading

Insurance leaders can no longer rely on yesterday's playbook for profitable growth.

Insurance Distribution Drag

Today's distribution lifecycle is too:

Manual

Fragmented

Rigid

Friction filled

Slow

Risk exposed

Resulting in negative consequences holding the industry back*

56%

of agencies lose time reacting instead of selling

47%

of execs cite compliance complexity as the top growth inhibitor

63%

of new products fail to meet revenue targets

*Sources: IIABA, PwC, McKinsey

Insurance leaders are asking critical questions:

How do we grow without adding headcount?

How fast can we activate producers in priority markets?

How quickly can we pivot to capture new opportunities?

How do we become the partner of choice with greater speed and simplicity?

The leaders pulling ahead are accelerating every part of the value chain.



The New Operating Model: Introducing Distribution Velocity

When distribution flows instead of slows, the entire insurance value chain performs better.

Insurance Distribution Drag → Distribution Velocity

Siloed distribution entities

Human scale operations

Manual back and forth

Limited visibility

Slow producer onboarding

Transactional relationships

Seamless multi-party distribution

AI scaled operations

Automated handoffs and responses

Real-time ecosystem visibility

Instant producer activation

Advisor-driven relationships

How Do You Break Through Distribution Drag?

5 principles to achieve Distribution Velocity

1 Make velocity a leadership priority

Treat speed and execution as strategic capabilities.

2 Modernize the digital infrastructure

Replace fragmented systems with connected workflows and shared data.

3 Elevate human expertise with automation and AI

Remove manual work so teams focus on decisions and relationships.

4 Design operations around the business

Tailor workflows to how agencies, MGAs, and carriers actually operate.

5 Strengthen ecosystem coordination

Accelerate collaboration across producers, partners, regulators, and carriers.

What Distribution Velocity Makes Possible

FASTER EXECUTION

↑4x

faster policy issuance

GREATER TEAM CAPACITY

↑10x

increase in quoting capacity per employee

FASTER GROWTH ACTIVATION



Producer onboarding reduced from weeks to hours

ACCELERATED BUSINESS FLOW

UP TO

90%

faster from submission to new business

When drag disappears, performance accelerates across the insurance ecosystem.

Power Your Distribution Velocity

Vertafore equips agencies, MGAs, and carriers with the core digital systems, specialized AI, and unmatched data foundation needed to eliminate distribution drag and accelerate execution across the insurance value chain.

Learn how Vertafore powers Distribution Velocity

Adapt faster. Grow smarter.

vertafore.com