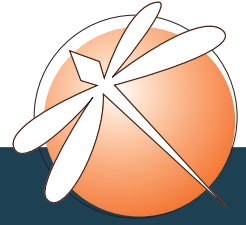


## Case Study



90 days, 4 lines of business, 3 employees.  
One fully integrated policy management system.

iMGA, a managing general agency based in Austin, Texas, is redesigning program insurance. Committed to making insurance easy, iMGA focuses on producing tailor made products that enable agents to sell and service business more efficiently. iMGA examines operations and processes, removing unnecessary steps. The end result: products tailored for agents with quick and easy quoting, binding, and endorsement and superb customer service.

iMGA opened its doors only 12 months ago with a small staff and no existing hardware or software. Having negotiated an acquisition to offer agents a wider range of initial products, iMGA needed a flexible, reliable system quickly.

iMGA came to Dragonflyware with the following system needs:

- **An extremely configurable and user-friendly web front-end**
- **An ability to implement four lines of business for one state in 90 days**
- **A design that enables rate loading, maintenance and support to be adequately provided by one or two total resources - even after multiple programs are in production**
- **A Software-as-a-Service licensing option and a minimum of dependent license costs**

Dragonflyware fully met the above needs. The PolicyWire solution is extremely configurable, easy to manage, flexible, and able to support multiple lines that are structured very differently.

The added bonus for iMGA is that the Dragonflyware team shares their core philosophies. It quickly became obvious to iMGA during the evaluation that given the choice Dragonflyware would much rather:

1. Empower customers to manage the solution themselves rather than keep them reliant on Dragonflyware's services.
2. Build on open-source and/or existing solutions, rather than reinvent the wheel and add unneeded cost, risk, and difficulty.

“With Dragonflyware, we were able to implement an additional Homeowner's product in less than six weeks!”

iMGA knew these tendencies would play a key role in controlling costs and maximizing their ability to live up to the commitment of making program insurance easy for their agents.

“When the time came to make our decision, Dragonflyware's philosophy, ease of doing business, open platform, dedication to customer service, flexibility, and pricing made the decision an easy one.” says James Dickey, COO of iMGA.

Dragonflyware's products have allowed iMGA to maximize efficiency in a very short time frame. iMGA's new business production tripled in 3 months; yet with Dragonflyware's agile platform, iMGA had zero need for additional staff.

## Agents agree:

“PolicyWire is as easy as Progressive... maybe easier.”

Analysis has shown that iMGA's established workflows, combined with Dragonflyware's procedures and experience, will enable effective management of \$8-10 million additional premium without the need for any additional staff. This level of efficiency will make a significant difference in any MGA's bottom line.

With Dragonflyware, iMGA has successfully implemented 4 lines of business plus web service integration with 3rd party vendors for features such as address validation, public tax data and replacement cost calculation. Dragonflyware's easy-to-configure product helped iMGA with the successful implementation of an additional surplus lines Homeowner's product with multiple optional coverages and integration with a credit scoring web service in less than six weeks.

According to Rob Reinarz, iMGA President, "I can honestly say that Dragonflyware is the first systems firm that I have ever worked with that actually delivered on every single thing that they told me they would. Not only do they deliver, but they do so in a timely fashion, and truly care about their customers and their feedback. Dragonflyware is always looking for ways to help their customers improve. We have built a system that our agents and investors cannot believe how easy it is to use. I have visited agent after agent who are amazed by it. I have had agents look me in the eye and say, 'You must love your systems department', 'This is as easy as any [system] that we have [to work with]', and 'This is as easy as Progressive's system.'"

Dragonflyware's systems and the web service integrations they've enabled allow iMGA to underwrite efficiently and thoroughly. The iMGA staff is able to understand the exposure on each risk and manage it appropriately. They are able to store, review and manipulate the data on a granular level. This has helped iMGA enhance their proficiency in managing programs as products and pricing continue to evolve.

According to iMGA, choosing Dragonflyware has strongly reinforced the lessons their management team had learned over many years with several other companies, such as:

### **Bigger absolutely does NOT mean better.**

As a client, iMGA receives personal attention from the creators and managers of Dragonflyware. Each person at Dragonflyware is committed to mutual success and this makes all the difference when issues arise.

### **Design principles matter.**

Dragonflyware's philosophy of product design is to enable self-service for the end user and for the product manager.

### **Communication is key.**

Inevitably issues arise. Dragonflyware uncovers the true root of any system issue and clearly communicates the results of basic system decisions, moving quickly toward resolutions.

"If you want a robust, configurable system that truly delivers, plus great customer service, then call Dragonflyware. I love Dragonflyware. They really are special and different," says Reinarz.

dragonflyware®



### **About Dragonflyware**

Dragonflyware is an insurance software and services provider to the insurance marketplace, located in Austin, TX. By using leading edge technologies, Dragonflyware's PolicyWire system allows insurance professionals to configure, manage and maintain various insurance products. This allows increased speed to market for quoting, rating, and policy management. Learn more about Dragonflyware, LLC at [dragonflyware.com](http://dragonflyware.com) or contact us at [sales@dragonflyware.com](mailto:sales@dragonflyware.com).



### **About iMGA**

iMGA's objective is to be the specialty MGA of choice in our chosen programs for retail producers because we are the easiest to interact with; while providing the best products and customer service in the marketplace, delivered by people who are having fun doing their jobs. Learn more about iMGA at <http://imga.biz>.