

VUE Software in 2010: Building on Momentum

The year 2009 was one of record growth and opportunity for VUE Software, as the organization continued to build on its competencies and expand its reach within the insurance space. Continuing on this momentum, our outlook for 2010 is very promising, with many opportunities to leverage our insurance expertise to provide our customers with products that meet their business needs, streamline operations and increase sales performance.

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Growth in Client Base

Last year saw more insurance companies seeking Incentive Compensation Management solutions that could provide increased scalability and ensure administrative flexibility in the face of impending regulatory changes. Clients like Senior Health Insurance Company of Pennsylvania (SHIP), Extend Health and AmeriLife Group LLC were pleased to fulfill their business needs with our premier product offering VUE Compensation Management, a powerful, flexible and intuitive tool that makes it easy to organize and streamline complex commission and incentive programs. Our existing client Independent Health continued their partnership by upgrading to the newest version of the solution, VUE Compensation Management 6.0. BlueCross BlueShield of Vermont as also remained a valued VUE Software client by implementing VUE Benefit Summary Tool.

Additionally, the VUE Wrap-Up Management solution gained two new clients, Construction Risk Partners and New World Ventures. The solution caters to the requirements of construction organizations and construction insurance brokerages managing controlled insurance programs (CIPS, also called "wrap-ups"). Overall, 2009 saw a growing client base and strong customer allegiance that will continue in 2010.

Product Developments

The capability to manage client relationships, sales processes, and incentive compensation with integrated technology systems has become increasingly important to insurers. Mindful of this goal, VUE Software developed VUE IncentivePoint, a solution that integrates VUE Compensation Management and Microsoft Dynamics CRM. This solution helps to manage quotas, territories and incentives for complex distribution channels. The company has seen a positive response for this offering and the solution is currently enjoying strong momentum in the marketplace.

New client InSphere Insurance Solutionssm, who selected the integrated system of VUE Compensation Management, VUE IncentivePoint and Microsoft Dynamics CRM, was not only a valuable addition to the VUE Software client base but also was one of the largest ever insurance company implementation of Dynamics CRM. With this momentum, VUE Software has proved to be a successful independent software vendor in the area of sales performance management solutions for insurance.

VUE Software updated all its software offerings to be compatible with Microsoft's new Windows 7[®] OS

Brad Wilson, Microsoft's General Manager for CRM said of the benefits of VUE IncentivePoint, "Now, carriers and brokers can leverage automation in sales and marketing processes through a single CRM window with direct real-time visibility of goal attainment and its impact on commission and bonus payouts."

Microsoft is a valued partner, and in 2009 VUE Software updated all its software offerings to be compatible with Microsoft's new Windows 7[®] Operating System. As one of the first partners to do so, the company achieved Microsoft's "Front Runner" status.

Connecting with Partners

The year also presented the opportunity for VUE Software to adopt social media practices to connect with insurance industry partners. VUE Software launched a company blog to share insurance industry trends and subject matter expertise that would assist readers in taking the right steps for their businesses. The company also started sharing information via Twitter in order to stay on-trend with today's fast-paced information economy.

The company also presented webcasts that helped insurance industry attendees understand best practices in insurance technology. The latest webcast, co-presented by a Gartner Principal Research Analyst, provided valuable information on the opportunities for insurers to execute on game-changing incentive compensation management technology. This webcast, entitled "Maximize Your Distribution Channel with Incentive Compensation for Insurance", is now available for download on the VUE Software website.

VUE Software also sought to expand relationships with partners through conferences organized by prominent insurance organizations, such as the Association for Cooperative Operations Research and Development (ACORD), America's Health Insurance Plans (AHIP), Insurance Accounting & Systems Association (IASA) and the International Risk Management Institute (IRMI). Attending these events allowed us to connect with insurance industry partners as well as stay current with industry standards, trends and future requirements.

Recognition

With consistent growth over the past three years and unprecedented revenue in 2009, the company received attention in several respected business publications' annual business awards. CSSI was recognized by Inc Magazine's Inc 5000, a list of America's fastest growing companies. VUE Software was also recognized as a Finalist for the South Florida Business Journal Technology Awards, and was named by the South Florida Business Journal as one of South Florida's largest and fastest growing technology companies.

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Analyst firms Gartner and Celent have both released reports on Incentive Compensation Management solutions that rate VUE Compensation Management promising and positive. As these reports gain traction amongst insurers, we look forward to greater industry recognition.

With the insurance industry moving towards greater adoption of Compensation Management¹ and Sales Performance Management solutions, a strong sales pipeline, solid solution advancements and positive customer references collectively position VUE Software to enjoy a banner year in 2010.

¹ [Click here](#) to download our other whitepapers for a deeper understanding of various aspects involved with Compensation Management, Sales Performance Management and Distribution Channel Management.