

MassMutual chooses Silanis' e-signature solution to process customer applications over the web

Montreal, QC, June 4 2009 - Silanis Technology's next-generation Electronic Signature Process Management (ESPM) solution, ApproveIt Web Server 3.0, has been licensed by MassMutual, a leading mutual life insurance company, to enable electronic processing of new customer applications over the web. MassMutual provides products that offer long-term financial security and enduring value to clients, such as life insurance, disability income insurance, long term care insurance, retirement/401(K) plan services, annuities, and income programs.

"At a time when many companies may be scaling back, MassMutual continues to invest in its infrastructure to make it as easy as possible for customers and financial professionals to do business with us," said Hector Maury, vice president, U.S. Insurance Group, MassMutual. "Silanis' electronic signature process management solution is a critical component of our customer experience strategy."

Silanis' ESPM solution will be combined with IBM Lotus Forms, FileNet and Websphere to enable fully electronic, end-to-end processing, eliminating the delays, costs and errors associated with moving and managing paper in the new business application process.

"With the challenging market outlook for 2009, our insurance and other financial services customers are discovering how to operate much more efficiently and competitively using e-signature process management to replace paper-based transactions," said Tommy Petrogiannis, President and co-founder of Silanis. "By incorporating [ApproveIt Web Server 3.0](#) to support all sales channels, carriers will be able to provide a consistent customer experience while enjoying the lowest total cost of ownership."

ApproveIt Web Server 3.0 will initially be implemented to streamline life insurance applications over the web. Its ability to scale across the insurer's entire product line and multiple channels, while supporting their IBM platform, was a key reason why Silanis' solution was selected. The solution enables the application process to commence with an agent in person, and then be completed over the web in the customer's home, while being supported by the organization's call centre.

Silanis' ApproveIt Web Server 3.0 solution will be used to execute the application process electronically from beginning to end to ensure that no data is omitted from documents or required steps are missed, and to strengthen the enforceability of signed applications.

As a next-generation, electronic signature solution, ApproveIt Web Server 3.0 goes beyond simple e-signing to enforce business, legal and regulatory requirements and produce the strongest electronic evidence possible. As documents and disclosures are presented to users for review, acceptance and signing, the solution works behind the scenes to record the entire process, including all web pages viewed and actions taken. The entire electronic process can then be reproduced for litigation, regulatory or internal control purposes.

About Silanis

Silanis Technology Inc. is a leading provider of E-Signature Process Management

Solutions. Some of the world's largest insurance and financial services companies, major government agencies, integrators and service providers depend on Silanis to accelerate business transactions and reduce costs while improving compliance with legal and regulatory requirements. Silanis' electronic signature platform, ApproveIt, is an enterprise-class ESPM solution that transforms paper-based transactions to all-electronic, web-based processes for e-commerce and e-government.