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TOWER AUSTRALIA AND IRESS LAUNCH ACCELERATE CONNECT

TOWER Australia and IRESS Market Technology today announced the launch of an Australian first with Accelerate Connect.

“Accelerate Connect allows advisers to launch the TOWER Australia electronic application system from the Xplan Risk Researcher screen, with client and cover details automatically passing through from one system to the other,” said Mr Patrick O’Connor, head of distribution for TOWER Australia.

“What makes this different is that advisers do not need to separately log on to TOWER Australia’s Accelerated Online platform, before proceeding with the life insurance application.

“Advisers simply maintain their TOWER Australia logon and password details in the IRESS Xplan system, and security is managed automatically behind the scenes – saving the adviser time by minimising the need to logon twice and re-key data from one system into another.

“Through this, TOWER Australia becomes the only insurer in the market to provide a straight through link from the comparator to the application process without having to log on again and re-key data.”

Louie Dimovski, Head of IRESS Research Services says that the partnering with TOWER Australia on this development set a new benchmark for the industry.

“TOWER Australia has been a leader in applying new technology to the life insurance industry in recent years and, with this breakthrough capability, they have retained first-mover advantage,” he said.

“With this new facility, the industry moves ahead and the consumer will ultimately benefit.

“In delivering Accelerate Connect, we believe we have made it easier for advisers to service their clients when they do business with TOWER Australia on the IRESS platform.”

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