



## **Vi-Max co Acquires the Conversense Insurance Services Suite: An Acquisition that Makes “Sense”**

Vi-Max co is proud to announce the acquisition of the Conversense Insurance Services Suite. For those in the Canadian P&C insurance industry not previously familiar with the product, the Conversense Insurance Services Suite is a suite of online tools that integrate with all types of policy and/or claims systems and allows the insurer to communicate with vendors, internal user groups, brokers, and even policy holders in a totally secure and workflow based environment. Everything is automatically recorded, filed, and monitored based on the insurer’s business rules. Performance of all participants is automatically tracked, logged, and real-time management reports provide management with an accurate window into a previously hard to monitor component of the claims process. Conversense has been in use at The Guarantee Company of North America for over two years, and has handled in excess of 30,000 claims for GCNA. Conversense is currently being used for all lines of business and even accident benefits claims are being handled through the system. Mike Conlon, VP of Claims at GCNA, Woodstock, states, “Conversense has really helped us streamline our claims handling process, reduce cycle times, and improve customer service in the process.” Part of the Conversense Suite is also being used to handle glass claims at Gore Mutual and Optimum General and David Himes, Program Manager, Auto for Gore comments, “the online system has really helped us gain control of our glass claims while reducing internal administrative tasks and improving vendor communication.”

The principles that developed Conversense, Sean Cassidy and Brendon Paul, both have over 10 years experience in the online claims handling space and are rare in that they have an insurance background rather than an IT background. Vi-Max co, which has been steadily developing a strong presence and team in the Quebec and Eastern Canadian market over the past five years, has just completed a national expansion and, now that they are country-wide, there was a strong need for dedicated resources based out of Ontario. Yanick Morin, Executive VP at Vi-Max co states, “The acquisition of Conversense brings us much more than just an excellent suite of insurance services which are a natural complement to our existing technologies; Sean and Brendon add a wealth of talent and experience to the team. In fact, they were two of the original members of the InsuroCity team that pioneered this concept in Canada back in 1999. We are looking forward to the contributions they are sure to bring to our company.”

The timing for this event was perfect for both companies because Vi-Max co was actively looking for a strategic way to strengthen and broaden their current product offerings and Conversense was looking for a partner who would give them the size and resources to pursue larger national and international insurer accounts. Sean Cassidy, the new Director of Business Development at Vi-Max co states, “Brendon and I were lucky to have such a supportive partner in GCNA to help us perfect the Conversense product over a period of several years, however, now that we are ready to take the product to market we really needed the financial backing of a solid company like Vi-Max co to provide us with the support, both financial and human resources, to take it [Conversense] to the next level.”

Conversense is a unique technology offering for Canadian insurers because it is not a new product where an insurer has to deal with new technology hiccups and the associated risks, but a mature product that has been proven over the course of many years. In fact, the product is currently integrated to the Toronto CRC’s, ICC, Discount Car Rental, ADP Autosource, and in use at nearly every major Canadian insurance vendor today. Tony De Santis, Discount Car Rental’s Associate Director of Sales states, “I have been a believer in this technology since the beginning and this is why we chose to embrace it by integrating our backend systems to Conversense.”

For more information on the Conversense Insurance Services Suite, please contact:

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**About Conversense:** Conversense was developed by Ixiom Software, a custom development company with an insurance services history. Ixiom has been in business since 1997 and serving the insurance industry since 1999.

**About Vi-Max co:** Vi-Max co was created in 2004 to support VitroPlus’ technological and insurance representation needs. Today Vi-Max co represents 287 glass installers across Canada and has clearly emerged into a true service provider for the insurance industry with over 20 insurances clients. Vi-Max co offers claim service and support through the Vi-Max co call centre and Vi-Max co online technology. For more information on Vi-Max co, visit [www.vimaxco.com](http://www.vimaxco.com).