



**State of West Virginia  
Department of Administration  
Purchasing Division**

**NOTICE**

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.

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**Complete**

**Connected**

**Compliant**

# **REQUEST FOR PROPOSAL**

for a

## **COMPREHENSIVE DATA SYSTEM**

### **RFP-INS09019**

Sircon Corporation  
Robert Nero, President & CEO  
2112 University Park Drive  
Okemos, MI 48864  
517 381-3888

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WW PURCHASING  
DIVISION

# **TECHNICAL PROPOSAL**

**Submitted June 18, 2009**

June 18, 2009

Ms. Shelly Murray  
West Virginia Department of Insurance  
2019 Washington Street, East  
Building 15  
Charleston, WV 25305-0130

Dear Ms. Murray:

Thank you for inviting Sircon Corporation to respond to West Virginia's RFP for a Comprehensive Data System.

With our proven track record in the insurance regulatory services market, we are especially well-qualified to provide the new and expanded capabilities that you seek.

We are the only company that provides integrated, online services across the complete spectrum of state regulators, carriers, agencies, and individual producers.

Eighteen state departments of insurance trust Sircon to help them manage key facets of their operation. In addition, more than 1,500 carriers use us to handle their licensing and appointment transactions with all 50 state regulators. This combination of regulator and carrier services provides benefits throughout the entire regulatory lifecycle.

There are a number of reasons why Sircon is the best choice for the West Virginia Department:

### **We understand the regulatory business**

Sircon has worked closely with the state insurance regulatory community and more than twelve years ago created the first comprehensive insurance regulatory solution. Sircon for States™, the web-based, next generation of our original product, is a proven, powerful, and easy-to-use solution for regulators. It can be customized to accommodate your unique or non-traditional needs, including integration with other West Virginia applications, while supporting national uniformity initiatives.

Our services today are distinctive in the way that they:

- Connect carriers, agencies, and state regulators for online, real-time processing of regulatory transactions, such as licensing and appointments.
- Reflect our deep understanding of how state regulators operate.
- Comply with and fully support NAIC and NIPR national initiatives.
- Provide great value and promote rapid adoption through practical, proven solutions.

## **Our proven solution is the most comprehensive available**

Sircon understands that to provide an end-to-end solution, the entire regulatory lifecycle must be included. Sircon is the only service provider with a web-based regulatory system in production that addresses the full regulatory lifecycle, including exam tracking and enforcement.

Sircon for States includes the following components to support all of your departments and processes:

Producer Licensing	Producer Application Processing
Company Admissions	Regulatory Examination
Consumer Services	Financial Summary
Enforcement Cases	Document Tracking
Revenue Management	System Toolbox
Continuing Education	Rate and Form Filing
Fraud Case Tracking	Correspondence
Premium Tax and Assessments	

## **We have a track record of continuing innovation**

Because we are a private company, rather than a not-for-profit agency, we are driven by a powerful incentive to ensure your continuing satisfaction, year after year. This requires that we lead the market with innovative solutions and outstanding client support.

Sircon was the first company to introduce an enterprise insurance regulatory system. We pioneered online license applications and renewals years before anyone else.

Sircon continues to invest heavily in expanded services to ensure that our leadership in the regulatory community continues to grow.

Sircon contracts with IBM to use its world-class hosting centers to safeguard the security and availability of your database. This best-of-breed approach to leveraging private-sector expertise delivers powerful benefits to West Virginia consumers, carriers and producers.

## **Carriers and producers highly value their real-time connection with the Sircon States**

The industry places great value on Sircon's real-time appointment processing and superior accuracy—benefits they realize only when dealing directly with a Sircon state.

In addition, carriers' and producers' enthusiasm often translates to far higher electronic adoption rates for appointments, licensing, and other services that the West Virginia Department offers. This in turn means more productivity and fewer errors within your operation.

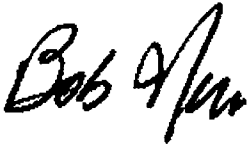
**Sircon's award winning accomplishments**

The industry has noted our accomplishments. In April, 2008, Sircon was cited by the analyst firm, Celent, and *Insurance Networking News* as a winner of their annual VIP (Vanguards of Insurance Practices) in the category of IT Services.

In summary, Sircon brings valuable services that are *better* and *different*. Sircon accepts the terms and conditions of this Request for Proposal.

Thank you for your confidence in Sircon. We look forward to your questions, and we look forward to partnering with the West Virginia Department. If I can assist personally, please call me at (517) 381-3888 or email at [mnero@sircon.com](mailto:mnero@sircon.com).

Sincerely,



Robert A. Nero  
President and CEO  
Sircon Corporation