



ACTIVESTORE

FOR INSURANCE

Insurance Multimedia Made Easy

ActiveStore is a multimedia-specific Software as a Service (SAAS) repository built to serve the needs of the insurance industry. With relatively simple integrations to existing claim management, policy management, investigations, and content services systems, ActiveStore enables the inclusion of multimedia objects like video, audio, and high-resolution photography into the normal course of the insurance business.

Typical enterprise content management systems do not contain all the features required to manage rich content like multimedia. A single video or rich content item may relate to dozens of underlying digital components that may require different handling or may have different lifecycle requirements. ActiveStore manages every aspect of rich media ensuring prompt, on demand delivery and proper disposition at the proper times.

ACTIVESTORE LETS YOU



Process video, audio, and other multimedia in the same fashion as traditional documents



Directly tie the cost of multimedia management to the claim or policy

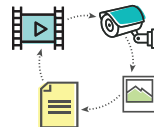


Play and view all video and audio files in the same way.

BY



Adding multimedia capabilities to insurance core systems



Enabling efficient life-cycle management for multimedia objects



Providing managed commenting and editing capabilities for video and audio

Why ActiveStore?

- > Easily integrates into current systems of record, workflows, and:
 - Enables easy-to-use multimedia (primarily video) consumption
 - Integrates with existing systems of record such as IBM CP4BA
- > Enables active lifecycle governance and storage management for large multimedia objects
- > Supplies simple interfaces for securely sharing content and multimedia
- > Delivers consumption-ready multimedia where and when it is needed
- > Includes broad support for proprietary, complex, and rare content formats including CCTV
- > Normalizes video, audio, and image formats

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Enables Insurance Professional Success

ActiveStore relieves claim examiners, adjusters, policy technicians, and underwriters from the non-productive time associated with viewing or otherwise working with multimedia content in ways that are difficult and not aligned to their day-to-day work. Staff now gets the time necessary to conduct the real work of writing policies and settling claims.

ACTIVESTORE BENEFITS

- Eliminates time wasted handling complex files and formats
- Adds levels of control and management not previously possible
- Speeds time-to-value for received claim content
- Powered by award-winning Genus Media Upshot

To learn more about this solution and how it might benefit your organization, call Genus Technologies, (612) 361-8400 or email: sales@genustechnologies.com.

A Comprehensive Repository with Powerful Viewing Capabilities

Features include:

- > Support for an unlimited number of different object versions
- > Continuous tracking of object lifecycles
- > Distribution management to other repositories and networks like YouTube, content delivery networks, and enterprise streaming infrastructures
- > A rich set of APIs
- > Audio transcriptions, video comments, and video tagging that are tracked on the timeline
- > On-premises, cloud, and hybrid deployment options
- > Integrated full-text search

ActiveStore's viewer delivers a consistent experience for working with all video and audio content to the entire enterprise

Features of the viewer include:

- > Time-based commenting for videos
- > Comment and tag location marks on the timeline
- > Full text search with result location marks on the timeline
- > File trimming

Video and audio content streams directly from the repository to the viewer. Video and audio content playback begins as soon as an item is selected. There is no need to wait for the entire file to download.