



Customer communications  
management designed for **insurance.**

[www.ghostdraft.com](http://www.ghostdraft.com)

# Key Facts

## 30+ years

of pioneering communication technology

## 65+ insurers

use GhostDraft to manage customer communications

## 100% success

and retention rate among US insurers of all sizes

## <90 days

average time to go live with your solution

## Who is GhostDraft?

GhostDraft delivers modern, cloud-based customer communication and digital experience solutions that power insurers to quickly transform communications into engaging experiences. Supercharge your communication lifecycle process and customer experience with GhostDraft's intuitive and powerful platform designed for insurance. GhostDraft has everything you need to:

- ✔ Accelerate speed to market
- ✔ Drive operational cost-savings
- ✔ Build engaging omnichannel experiences
- ✔ Deliver hyper-personalized content
- ✔ Ensure compliance and consistency
- ✔ Streamline the communications lifecycle
- ✔ Put business users in control of content
- ✔ Scale faster with cloud-native CCM
- ✔ Get all-inclusive SaaS pricing
- ✔ Add pre-automated ISO and AAIS content



We're able to support higher levels of speed and consistency while creating a better customer experience using GhostDraft.

Bruce Battaglia, CIO at Harford Mutual Insurance Group



## Partners

CGI

Delphi Technologies

Duck Creek

Guidewire

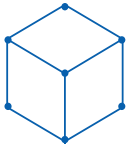
Horizon Systems

Instec (an Insurity Company)

OneShield Software

Sapiens

Silvervine



All you need, **all in one** powerful and easy to use suite.

## GhostDraft 360

### Hub

Hub is the role and web-based project manager that connects your team and work throughout the communications lifecycle.

### Research

The Research Module is designed for insurance product managers to keep up with the latest product trends using smart search and side-by-side compare capabilities of a centralized library of forms and documents.

### Design & File

The Design Module is a collaborative Microsoft Word environment built for product managers to create, modify, and import new or existing forms and documents. The File Module empowers compliance users to auto-generate compliant filing packets and compare filings side-by-side.

### Specify

The Specify Module empowers business analysts or other non-technical users to capture and collaborate on form and document requirements in a quick and standardized way.

### Develop

The Develop Module combines an intuitive authoring environment designed for business users and a data mapping environment for IT, putting business in control of content and IT in control of one-time data mapping. Business users also have access to build customized workflows and reports.

### Review & Test

The Review Module is used throughout the forms and document lifecycle. It is an easy-to-use web-based tool built for non-technical stakeholders to review, collaborate on, and approve communications. The Test Module provides industry-standard testing capabilities as well as automated batch and regression tests.

### Deploy & Execute

With the Deploy Module, IT users are empowered to quickly manage and track release deployments for efficient publishing and archiving. GhostDraft's execution architecture is designed as a set of loosely coupled web services to provide high levels of flexibility and scalability.



## Get in touch

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