

PICOM LENDS COMPETITIVE EDGE TO FARMERS MUTUAL OF NEBRASKA

Toronto - May, 2004 – A leading U.S. mutual insurance company is reaping the rewards of Picom Software System's innovative enterprise report management portal.

Farmers Mutual of Nebraska implemented the unique portal, which captures, stores, archives and automatically delivers corporate reports and documents in a secure environment to any designated user, last October. Since then, the company has experienced noticeable gains in productivity, improved information-sharing and a significant drop in printing and mailing costs.

"We were looking for a way to distribute reports electronically and archive documents for access throughout the company," says Robert Busboom, vice president of corporate systems and information technology for Farmers Mutual of Nebraska. "We considered several different options, but Picom represented the best solution for our needs."

Farmers Mutual writes business through about 1500 independent agents in Nebraska and South Dakota. The company also has ten different claims processing centers. The business objective was to transform print documents, such as claims acknowledgements, into an accessible, user-friendly electronic format for distribution and archiving.

"Picom provides this solution with a simple user interface and the capability to quickly find or send reports and get to the information you need," says Busboom.

An additional benefit for insurance companies is that Picom's software can integrate seamlessly to existing technology, so there is no need to rebuild or replace current systems.

"Our leading-edge technology allows companies to capture information from any platform, system or location, and deliver it to users in any format required," says Ron Linder, CEO, Picom Software Systems. "This is an easily deployed solution that results in superior access to management and sales information and quick return on investment."

Busboom says Farmers Mutual has seen a decrease in document distribution expenses, but also a reduction in numerous "soft costs" that can't easily be measured. "We know this has greatly improved our access to reports and distribution throughout our organization," he says. "Getting information today is quicker and easier for anyone, whether agents or claims managers."

He adds that Farmers Mutual is also "just scratching the surface" when it comes to the potential benefits and efficiencies of Picom's solution. The company is planning to



explore other features, including an agent portal that will streamline all distribution functions.

“The challenge many insurance companies face today is consolidation and distribution of data and information, which may be kept on several different technology platforms,” says Linder. “We can unlock that data. Our solution allows insurers to get at information through a single point of entry, make better business decisions and improve profitability.”

About Picom Software Systems Ltd.

Picom Software Systems provides non-intrusive content integration & delivery solutions particularly suited for financial institutions, specifically insurance companies and banks. Picom automates all information distribution processes from various corporate legacy systems, legacy reports and document archives and delivers secured centric views to the end users using web technology. The company has actively implemented enterprise reporting systems for companies in North America and Israel. For more information, please visit www.picomsoft.com.

About Farmers Mutual of Nebraska Mutual Insurance Company

Formed in 1891. Farmers Mutual Insurance Company of Nebraska is one of the 100 largest mutual companies in America. The company writes property and casualty insurance business through 1500 professional independent agents in Nebraska and South Dakota. Its success is a reflection of the confidence earned from policyholders and the independent professional agents who sell its policies. For more information, please visit www.farmersmutalofne.com.

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