



In today's world, electronic communication is essential for survival. Using standards eliminates the need for specialized interfaces with

your business partners. Standards increase the speed of deployment of new products and services. They decrease maintenance time and cost. They support re-usage software modules. You know this, but do your trading partners?

As a leader in the standards community, we encourage you to help all of your trading partners who don't use standards to understand how ACORD standards will help them do business with you.

What do the leading implementers say?

"Standards must be widely implemented throughout the global marketplace to improve efficiency. It is now the members' responsibility to contact their business partners and encourage them to implement data standards."

– Regis Delayat
Global CIO, SCOR

"The ultimate value of implementing standards between trading partners is the decreased time to transact business. Exchanging data is faster than using paper and one-off transactions are costly. Using data standards significantly reduces the time, effort and cost and is reusable with multiple trading partners."

– Chris Chartrand
Senior Vice President, New Business Operations, Genworth Financial

"Business requirements with trading partners are changing faster and faster these days. Carriers must be agile in responding to needs and expectations to remain competitive. Standards are critical if the industry is to be responsive to these demands and meet the immediacy of these requirements."

– Mele Fuller
Director, Partner Integration, Safeco

Where to begin?

Your first steps to success are...

- Understand your business strategy and identify your key partners.
- Understand your current capabilities.
- Understand the current capabilities of your key partners at www.acord.org/resources/im_reports.aspx.
- If possible, choose partners that have already implemented standards.
- Choose a partner with whom you have a good relationship who will benefit from the implementation of standards.
- Promote the use of ACORD standards and their benefits.
- Pick up a copy of "ACORD Implementation Process Guidelines" at www.acord.org.

Recommend that your partners...

- Request an ACORD member kit. Contact Dominic Caccioppoli at dcaccioppoli@acord.org.
- Join ACORD at www.acord.org.
- Become active in applicable ACORD industry working groups.
- Utilize all the resources available as an ACORD member.
- Implement ACORD standards.
- Attend ACORD functions such as the ACORD Standards Forum, the ACORD LOMA Insurance Systems Forum, and ACORD Plenary.

