

FOR IMMEDIATE RELEASE

Gerber Life Insurance Company Selects VUE Compensation Management to Leverage Comprehensive Incentive Compensation Management Capabilities

Coconut Creek, Florida, 11/03/2010 — VUE Software today announced that Gerber Life Insurance Company (Gerber Life) has chosen VUE Compensation Management for administration of its complex commission structure across a growing and diverse distribution channel. VUE Compensation Management will enable Gerber Life to appoint licensed agents quickly and pay commissions accurately and on time, irrespective of the transaction volume and hierarchical complexity.

“We wanted an Incentive Compensation Management solution that could accommodate our anticipated growth through our multiple agencies, in addition to managing licensing and appointments, commission calculations, and agency reporting and analytics,” said David Fier, Vice President of Business Development at Gerber Life. “We found that VUE Compensation Management provides out-of-the-box capabilities that precisely align with our objectives. The VUE Software team was quick to understand our business model and requirements, and their expertise assures us that we are investing in the right partner for this initiative.”

The robust capabilities of the VUE Compensation Management solution provide a wide range of data access, reporting and planning tools for agents, administrators and senior management to audit and track commission payments. Agents can access their commissions and payouts through a web portal which helps them better manage their quota targets and maintain a high level of performance.

“With VUE Compensation Management, Gerber Life will gain the ability to expand sales, streamline their agent management system, and gain the additional capability to support occasional brokers in a cost-effective manner,” said Roger LaVine, Vice President of Product Development at VUE Software. “Channel growth can be costly if carriers don’t have the right infrastructure in place. Being specifically designed for the insurance industry, VUE Compensation Management helps to minimize these costs while enabling the full potential of the producer channel.”

The architectural flexibility of VUE Compensation Management makes it easily compatible with Gerber Life’s current technology as well as adaptable to future technology plans. The system can handle the large-scale data transactions pertaining to the history of life insurance policies sold, and help in generating performance reports and analyzing trends to implement the most beneficial commission structure.

About Gerber Life Insurance Company

Since 1967, Gerber Life Insurance Company has provided quality life insurance, especially for young families on a limited budget. As an affiliate of the Gerber Products Company, “the baby food people,” the two companies share a common goal: to help parents raise happy, healthy children. By providing affordable, industry-leading juvenile life insurance and other financial products, Gerber Life strives to give their customers the comfort and peace of mind they deserve. Today Gerber Life is licensed to provide life insurance throughout the United States, Canada and Puerto Rico. For more information about Gerber Life Insurance Company, please visit www.gerberlife.com.

About CSSI and VUE Software®

VUE Software® is the product division of Computer Solutions and Software International (CSSI) dedicated to providing industry-specific business technology solutions to companies in the insurance, healthcare, and construction verticals. Because they are tailored to the needs of these particular industries, our solutions are different from one-size-fits-all performance management and compensation suites such as enterprise incentive management (EIM) and sales performance management (SPM) solutions. VUE Software’s solutions allow companies to manage strategic incentive plans, automate producer administration and organize complex data and contractor policies, resulting in greater administrative efficiency and improved sales performance. For more information about VUE Software, please call 1.877.4.VUESOFT or visit www.vuesoftware.com.



Media Contact:

Stephanie Castro

954-419-1008 x101

4800 Lyons Technology Parkway, Suite 4

Coconut Creek, FL 33073

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