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**FOR IMMEDIATE RELEASE****Portals Key in Distinguishing Leaders and Driving Competitive Advantage**  
*SMA Research Reveals Impact of Portal Solution Capabilities*

**Boston, Massachusetts, May 22, 2013** – Strategy Meets Action (SMA) has just released a new research report – *[Distribution Management – Portal Insights](#)*. The report looks at the profound impact rapidly advancing interaction technologies are having on distribution methods and processes and outlines the solution capabilities required to support the need for real-time interaction, collaborative effort, and negotiation. The content presents a picture of modern portal proficiencies.

The findings are based on SMA’s extensive experience and insight as well as data gathered from 479 Property and Casualty insurers, agents, and brokers that responded to an SMA survey. Participants included 131 insurers from all lines of business, representing a balance of business and IT leadership.

For insurers, the information will be useful to better understand portal requirements – both those related to business capabilities and those that involve the technical environment needed to support powerful portals. IT solution providers will find the information and accompanying observations helpful in determining product development needs and marketing strategies.

Insurers, IT providers, and media who are interested in learning more about SMA’s distribution management research and advisory services should contact Deb Smallwood at <mailto:dsmallwood@strategymeetsaction.com> or (603) 770-9090.

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**About Strategy Meets Action**

Exclusively servicing the insurance industry, SMA is a strategic advisory firm offering a unique blend of research, advisory, and consulting services to insurance companies and IT solution providers. By leveraging best practices from both management consulting and research advisory disciplines, SMA’s advisory service offerings are actionable, business driven, and research based – where strategy meets action.