



Content Access Solutions

within the Zywave Content Cloud

Access industry-leading content, pieces you've created and everything in between the way your business needs

Do you spend too much time looking for content?

Searching through file folders, both digital or physical, can be a headache. Instead, simply search and filter to meet your needs or be inspired by what new content is available.

Struggling to find that one piece of content?

The number of content pieces for a broker is nearly endless and remembering where something lives can be difficult. Simply tag and group your favorite content for easy reuse.

Need a way to engage with your clients?

Becoming a trusted advisor to your clients includes providing them what they need and when they need it. Utilize tools that go through that selection process for you.

The screenshot displays the ZYWAVE Content Cloud interface. At the top, there is a search bar and a user profile for Jane Smith. The main section is titled 'My content groups' and lists several content groups: Brian's templates, BZ test, Ryan's Group, Solutions, Needs Identification, and Electrical. Each group has a 'View' button and a plus icon. Below this, there are 'Popular tools' including 'KK Popular Tool Test' and 'CL Risk Evaluation System'. On the right side, there are several content cards, including 'First U.S. Case of Novel Coronavirus Confirmed', '117285 Medicare Part D Disclosures due by Feb. 29 for Calendar Year Plans.doc', and 'Cyber Risks and Liabilities - Q1 2020'. A sidebar on the left contains navigation options like Home, Account management, Content library, and Email marketing.

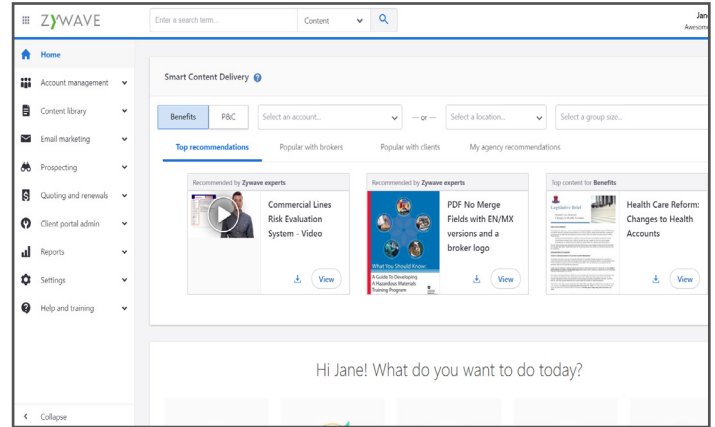


Key Features

Smart Content Delivery

Use account data and machine learning to have the best content expertly curated for each client or prospect:

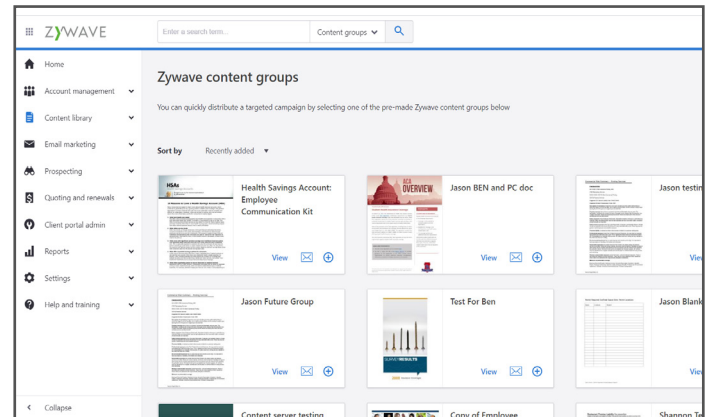
- Get instant content recommendations based on specific account information
- Boost engagement by delivering content that meets unique business challenges
- Become a thought leader with content prescribed to you based on industry, state, season or trends



Content Groups

Keep all your content organized with grouping capabilities:

- Instantly access pre-made Zywave content groups based on the most popular topics
- Consolidate content by team members at your agency into "My Content Groups" and quickly access the most relevant resources
- Tag your favorite resources and store them in one convenient location



Content Exploration

Increase utilization by giving your team various methods to find the content they need:

- Locate content with a global search and narrow results with filters for audience, industry, location, format and more
- Browse topics based on a specific industry, line of business or business solution
- Explore recent content additions displayed in an easy-to-use interface

