The background of the slide features four eagles in flight against a dark blue, digital-themed background. The eagles are positioned across the top half of the slide, with one perched on a branch on the left and three in flight towards the right. The background is filled with a complex network of glowing blue lines and nodes, along with faint binary code (0s and 1s) scattered throughout. A solid orange vertical bar is located on the far left edge of the slide.

HawkLink for Google Chrome

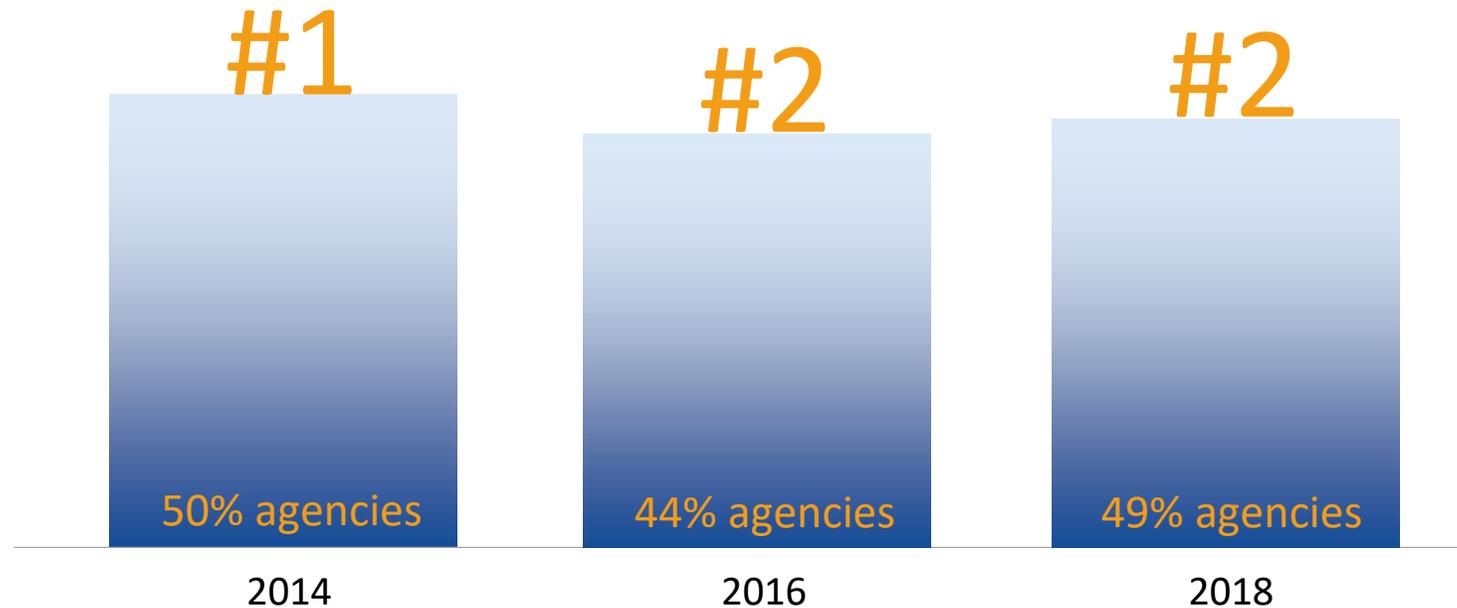
Streamline workflows across every
carrier website.

Rushang Shah
Chief Marketing Officer

Jerry Fox
VP, Carrier Relations

Darrin DeFouw
Senior Product Owner

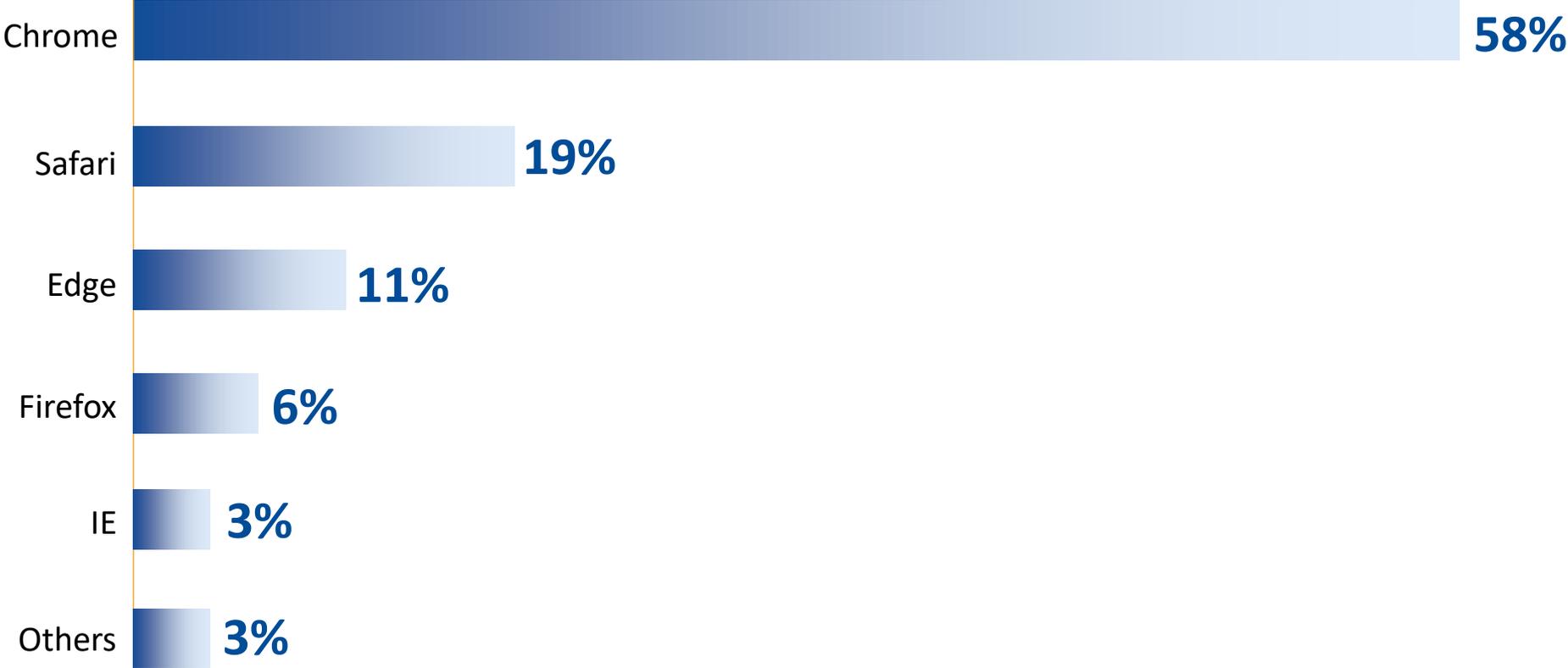
Dealing with multiple carrier interfaces is a top technology challenge



Source: Agency Universe Study – IIABA



Desktop Web Browser Market Share in USA

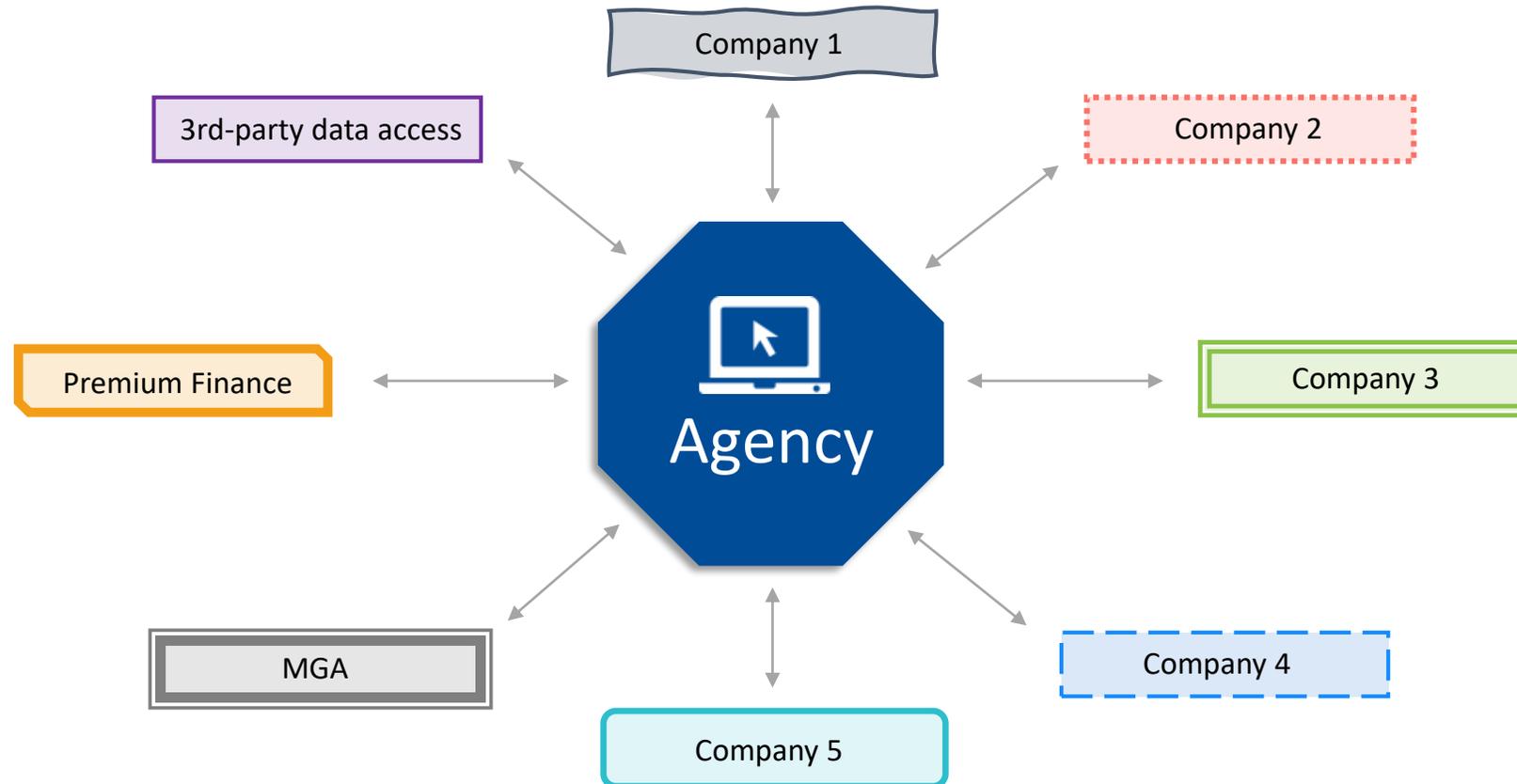


Source: Statcounter Web Analytics
(As of February 2021)



Juggling Workflows on Carrier Agent Portals

Each carrier's agent portal and their data fields look and behave differently.



Auto-fill client and policy data



**HawkSoft
CMS Data**

- Client PII
- Policy details
- Carrier & MGA data
- Agent and 3rd-party data



**HawkLink for
Google Chrome**

- Carries data from CMS in a rich array of fields
- Data in HawkLink can be re-used on multiple websites



**Google Chrome®
(Carrier's agent portal website)**

- Custom field mappings
- Share mappings across your office
- Crowd-sourced database of mappings are verified by other agencies, carriers, and HawkSoft
- Most websites that load in Chrome and have form fields can be mapped

Google Chrome is a trademark of Google LLC.



DEMO

Darrin DeFouw, Senior Product Owner

What's in it for Carriers and MGAs?

HawkSoft Agent
Community



Carrier/MGA
Agent Portal



Agents are always accessing current client data

Accurate, real-time quotes that are bindable

Fast access to billing and policy inquiries

No cost to carriers or agents





Jerry Fox

VP, Carrier Relations

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Help us help your carrier and you

1. Email me your carrier contacts.
2. I'll work with them to certify data mappings with their website.
3. You and others who write with those carriers can use certified mappings going forward.



Q & A

More info about HawkLink for Google Chrome:

<https://www.hawksoft.com/hawklink>

