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**Pacific Life Collaborates with Ensign™ and Insurance Technologies on New Dynamic Client Illustration Tool for Annuities**

*Pacific Life becomes first annuity provider to offer financial professionals an interactive, personalized client illustration presentation tool.*

**NEWPORT BEACH, Calif. (Nov. 19, 2021)** Today, Pacific Life, in collaboration with Ensign and Insurance Technologies, introduced an innovative new sales tool that links to its current illustration software to provide financial professionals with an interactive, personalized presentation or e-brochure they can share with clients. The new presentation tool allows financial professionals to show their clients a comparison between two or more annuities, based on separate illustrations. Financial professionals can interactively show their clients how the annuities would hypothetically perform over time and the amount of lifetime income they could provide under different circumstances.

“We are so excited to be the first annuity company to work with Ensign to offer this cutting-edge technology,” said Kevin Kennedy, senior vice president of sales and chief marketing officer for Pacific Life’s Retirement Solutions Division. “By creating a dynamic digital brochure that is customizable and interactive, financial professionals can take their sales efforts to the next level. Instead of simply emailing illustrations to their clients, they can take clients through live links, make changes in real time, and show clients exactly what could happen over their lifetimes.”

To receive this personalized, interactive output for their clients, financial professionals should ask their Pacific Life consultative wholesalers for the Ensign presentation or e-brochure when they request an illustration. If more than one illustration is requested—showing more than one product or solution—the resulting interactive output may help determine which product and optional benefit may be most suitable for that client.

“We are thrilled to partner with Pacific Life, a leader in the annuities industry. Annuities are a critical part of a well-diversified retirement portfolio, and it is more important than ever that clients understand the unique benefits of today’s innovative annuity products,” said Bill Unrue, CEO, Ensign. “We’re looking forward to helping Pacific Life tell its product story, digitally transform the annuity client presentation experience for financial professionals, and drive more meaningful interactive product discussions with Ensign’s leading sales acceleration technology.”

“As the leading illustration provider for life and annuities, we continue to look for ways to streamline and simplify the illustration sales process. We have enhanced our application programming interfaces to allow our carrier partners to easily integrate their illustrations within new solutions,” said Doug Massey, EVP of Sales & Relationship Management, Insurance Technologies. “Pacific Life has exceptional annuity products and

powerful illustration solutions. By integrating Ensign presentation with ForeSight®, Pacific Life can leverage its compliant illustration calculations in an interactive solution that makes it easy to communicate the value proposition in its products and riders that best meets the client's needs. The key is to make products easier to explain to consumers so that Pacific Life can provide insured retirement income to more people who need these products. Together, we are making the industry better, and Pacific Life is leading the way."

For more information about this new tool, financial professionals are invited to contact a Pacific Life consultative wholesaler at (800) 722-2333 or visit [Annuities.PacificLife.com](https://Annuities.PacificLife.com).

#### **About Pacific Life**

For more than 150 years, Pacific Life has helped millions of individuals and families with their financial needs through a wide range of [life insurance products](#), [annuities](#), and [mutual funds](#), and offers a variety of investment products and services to individuals, businesses, and pension plans. Whether your goal is to protect loved ones or grow your assets for retirement, Pacific Life offers innovative products and services that provide value and financial security for current and future generations. Pacific Life counts more than half of the 100 largest U.S. companies as its clients and was named one of the 2021 World's Most Ethical Companies® by the Ethisphere Institute. For additional company information, including current financial-strength ratings, visit [www.PacificLife.com](https://www.PacificLife.com).

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Client count as of June 2021 is compiled by Pacific Life using the 2021 FORTUNE 500® list.

#### **About Ensign**

Ensign is the leading cloud-based insurance sales acceleration platform for more than 500 life insurance, long-term care, and annuity distributors, thousands of financial professionals, as well as many of the largest North American insurance carriers. Headquartered in San Diego, California, Ensign helps drive sales growth and productivity, while addressing the entire sales lifecycle experience—from prospect to policyholder, new business to in-force. To learn more about Ensign and its digital sales acceleration platform, visit [www.ensightcloud.com](https://www.ensightcloud.com) or follow the company on LinkedIn: <https://www.linkedin.com/company/ensight-cloud>.

#### **About Insurance Technologies**

Insurance Technologies provides innovative sales and regulatory automation solutions to the insurance industry. Offering a suite of integrated sales solutions, from pre-sale functions to quoting and illustrations through e-application and e-delivery to post-sale services, Insurance Technologies provides carriers and distributors the sales capabilities and tools to create automated and cohesive sales experiences for its advisors and clients across the life and annuities insurance industries. The unique architecture and flexibility of its solutions deliver front and back-office configurability and usability to support multiple business strategies, encourage cross-channel growth, and evolve with regulatory changes. For more information about Insurance Technologies, visit [www.insurancetechnologies.com](https://www.insurancetechnologies.com).

Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues.

Variable insurance products are distributed by **Pacific Select Distributors, LLC** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company (Newport Beach, CA), and an affiliate of Pacific Life & Annuity Company, and are available through licensed third parties.

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