

WELIS® | ILLUSTRATIONS, SIMPLIFIED. SPEED, AMPLIFIED

FAQs

Q: What is WELiS?

A: WELiS is iPipeline's enterprise-grade, cloud-based illustration solution for life insurance and annuity carriers. It delivers fast, compliant, and carrier-branded illustrations for both **new business** and **in-force** policies — all within a modern, scalable experience.

Q: What product types does WELiS support?

A: It supports the full range of life and annuity product types — including term, permanent (UL, IUL, VUL, whole life), annuities (fixed, indexed, and variable), and advanced market solutions like COLI and BOLI.

Q: Why choose WELiS over other illustration platforms?

A: Unlike legacy systems, WELiS is fast, flexible, and fully integrated into your digital sales ecosystem. It's built for everyone — from rookie reps to top-producing veterans — and connects seamlessly with e-App, underwriting, and policy admin tools to streamline the entire sales journey.

Q: What can WELiS do for carriers, distributors, and agents?

- A:**
- For **carriers**, WELiS allows you to date products, respond to regulations, and scale across distribution. It saves money, reduces risk, and helps you move faster than the competition.
 - For **distributors and BGAs**, WELiS provides accuracy, consistency, and a single source of truth — with support for complex planning needs, like COLI/BOLI, premium financing, and in-force reprojections.
 - For **agents**, WELiS removes friction. No more wrestling with clunky tools. Just fast, compliant, carrier-approved illustrations that support real sales conversations and build trust with clients.

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Q: What platforms can WELiS integrate with to accelerate the sales cycle?

A: WELiS is built as a SaaS application with optional disconnected capabilities and a set of REST APIs, making it easier than ever to integrate with e-App platforms (iGO®), underwriting engines, policy admin systems, and CRMs.

Q: Do I need internet access to use WELiS?

A: With optional disconnected capabilities for field use, you can enable illustration generation even without internet access.

Q: Is WELiS compliant with industry regulations?

A: WELiS ensures that all illustrations are fully compliant with NAIC Model Regulation guidelines and state-specific requirements. This protects carriers and agents from compliance risks and supports a consistent, auditable sales process.

Q: Can I customize the illustration output with my brand?

A: Absolutely. WELiS delivers carrier-specific outputs that can include your logo, contact details, and branding — while maintaining full regulatory compliance.

Q: How does the illustrations output encourage client engagement and conversion?

A: WELiS generates visually polished, personalized illustration outputs that align with carrier branding and are designed for conversation — helping agents present policies in a way that enhances client understanding, builds trust, and improves conversion rates.



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