

# ICMG

## Inter-Company Marketing Group Survey Finds Interest and Activity in Insurance Strategic Alliances

### **2 of 3 Say Alliances Add to Revenue**

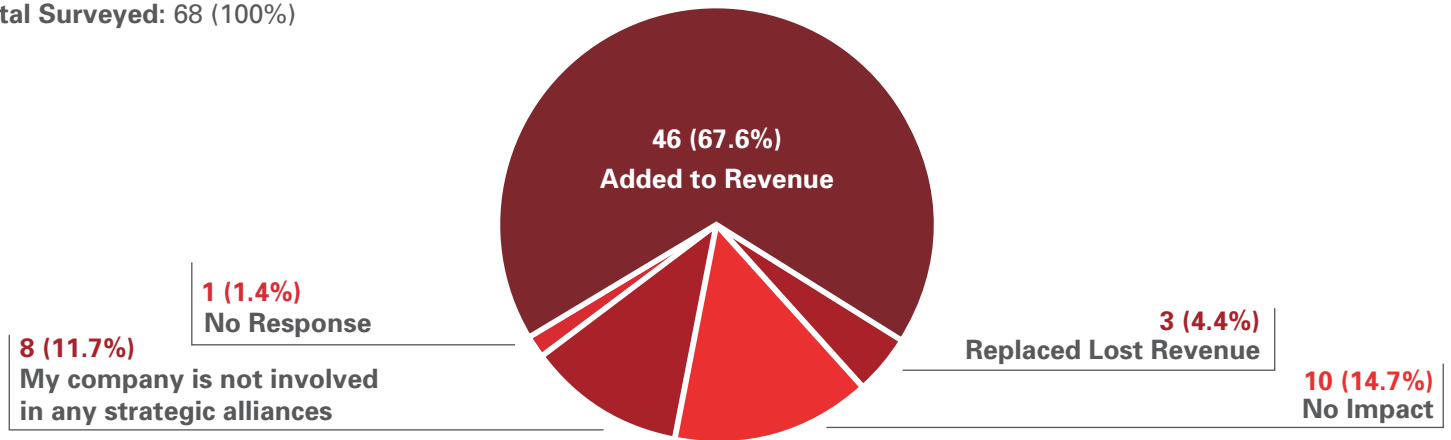
Two-thirds of life, health and benefits insurance market participants have added revenue to their firms in the past three years by engaging in strategic alliances, according to an industry sample taken by the Inter-Company Marketing Group (ICMG). Strategic alliances were defined as partnerships, product distribution agreements, private-label products, third-party administration agreements, joint ventures, and other multiple-company efforts that generate revenue.

Of nearly 70 companies surveyed, 68% said that strategic alliances added to their revenue and another 4% said alliances replaced lost revenue. In over a third of surveyed companies, alliances contributed 30% or more of total revenue in the past three years. Almost 90% of respondents said strategic alliances will become more important over the next few years.

Complete results follow. For more information, contact ICMG ([info@icmg.org](mailto:info@icmg.org)/703-729-7701) or visit [www.ICMG.org](http://www.ICMG.org).

## How have strategic alliances impacted your company's revenue in the past 3 years?

Total Surveyed: 68 (100%)



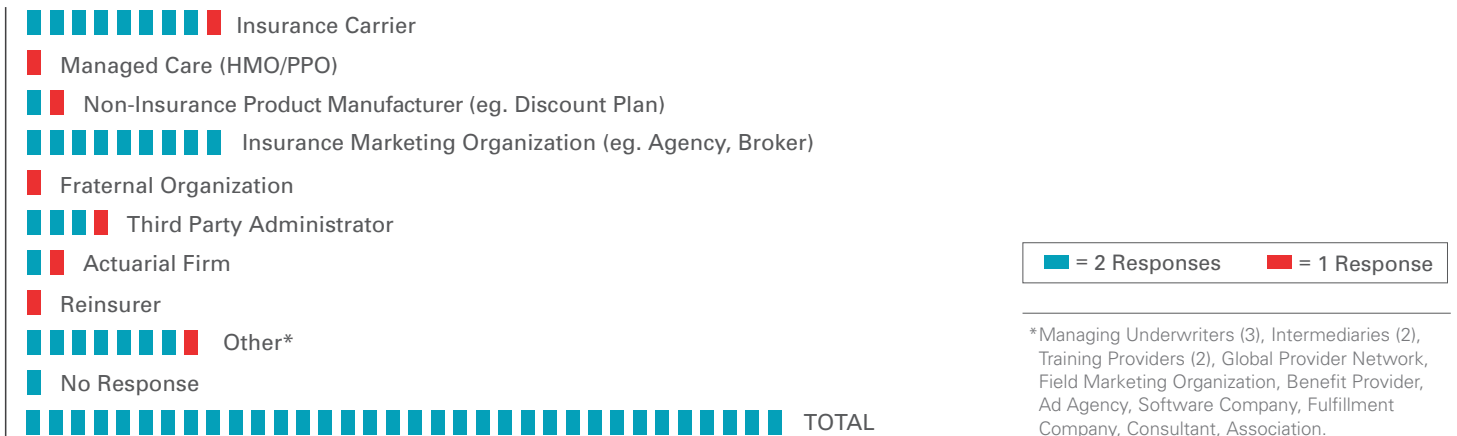
### COMMENTS

“Over a number of years ICMG has provided a platform for us to form alliances. These arrangements have become a piece of our revenue today.”

“We’re defining strategic alliances as distribution/reinsurance and we’ve just begun this as a strategy so there is minimal revenue attributed to these efforts.”

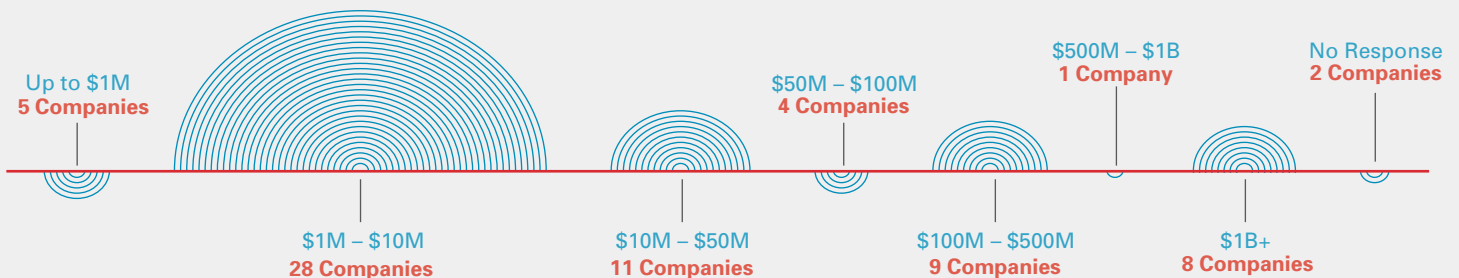
## What is your company type? (Please choose the one best answer)

Total Surveyed: 68 (100%)



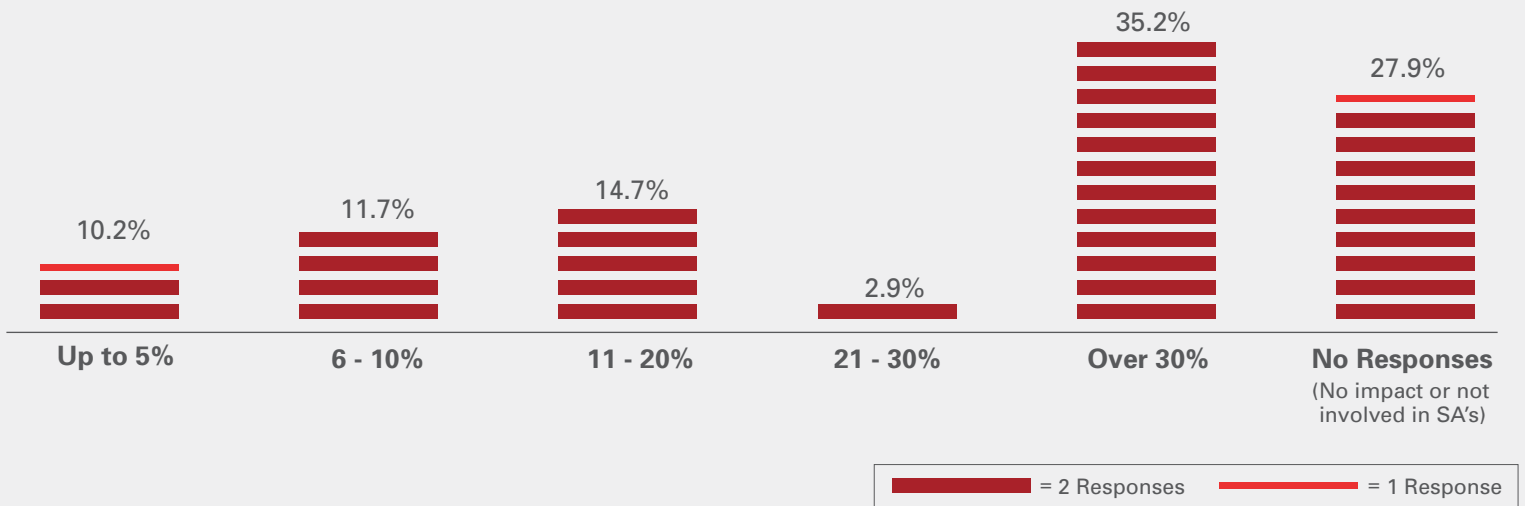
## What is your company (or business unit) size in terms of annual revenue?

Total Surveyed: 68 (100%)



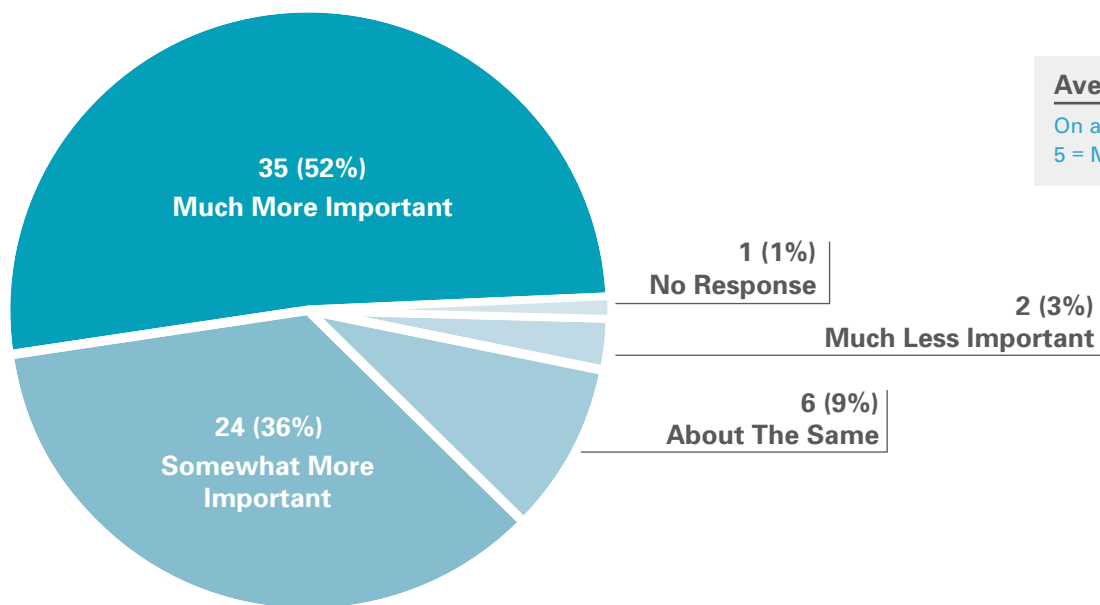
## How much of your company's (or business unit's) revenue in the past 3 years can be attributed to strategic alliances?

Total Surveyed: 68 (100%)



## How important do you believe strategic alliances will become to your company (or business unit) over the next 3 years?

Total Surveyed: 68 (100%)



**Average Response: 4.3**

On a scale of 1-5, where 5 = Much More Important

### COMMENTS

“With the shrinking of the bank market, these alliances will be very important as we move forward in 2011 and beyond.”

“The impact from our in-place alliances has not changed dramatically over the last five years. I expect that to improve modestly over the next five years.”

“A very economical method of doing business.”

“No company can do everything themselves.”

“Health Care Reform will encourage companies to form strategic alliances. Partners can provide immediate lower-cost solutions vs. developing [new products] internally.”

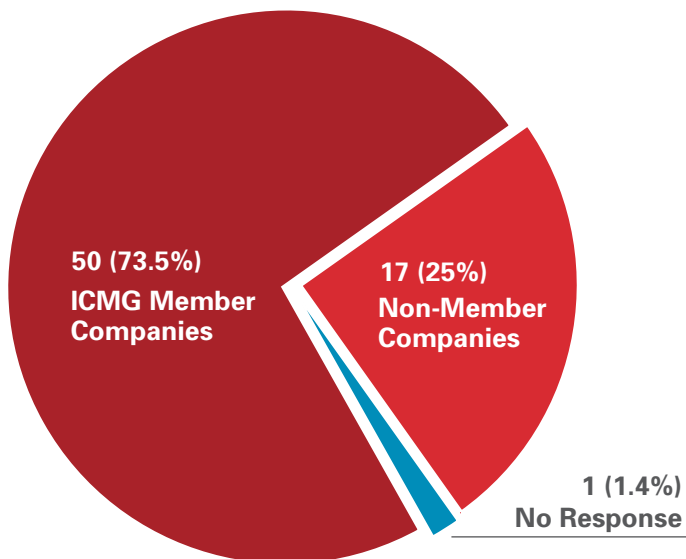
## Check any product area(s) where you expect to do business through strategic alliances over the next 3 years.

Total Surveyed: 66 (100%)



## Are you a member of the Inter-Company Marketing Group?

Total Surveyed: 68 (100%)



ICMG (Inter-Company Marketing Group) is a nonprofit association that fosters insurance industry strategic alliances. Among ICMG's 400 members are marketing and business development decision-makers with insurance carriers, distributors, and other related companies.

[www.ICMG.org](http://www.ICMG.org)

[info@ICMG.org](mailto:info@ICMG.org) | [Twitter @ICMG](https://twitter.com/ICMG)