
FRC and Blue Frog Ink Data Distribution Deal

By Editor Test *Wed, Sep 22, 2010*

Blue Frog, based in Pompano Beach, Fla., will supply specialized data on variable annuity contracts and riders to FRC for distribution to FRC clients. FRC will provide analytical tools for end-users to develop customized research.

Financial Research Corporation (FRC), a market research firm serving the asset management industry, and Blue Frog Solutions, a provider of order management and compliance solutions for the life insurance and annuity industry, have announced a data licensing and distribution agreement.

Through this arrangement, Blue Frog, based in Pompano Beach, Fla., will supply specialized data on variable annuity contracts and riders to FRC for distribution to FRC clients. Blue Frog's data set provides a view of all legally available product component, volume, and funding information for variable annuity products and rider profiles in the United States.

FRC will also provide the analytical tools for end-users to develop customized research. Additionally, FRC will itself use the variable annuity data supplied by Blue Frog to create syndicated research reports and analyses of market trends and product movements. Under the agreement, FRC will also provide custom research to Blue Frog or Blue Frog clients.

"Industry players and others in the annuity space [will] have a single source for comprehensive and timely data," said Bruce Fador, Financial Research Corporation CEO. "This data provides insurance companies, advisors, and other organizations with market and product information that can be used to conduct comprehensive analyses of the competitive landscape in the variable annuity market."

To date, more than \$16 billion in deposits have been processed through Blue Frog's AFFIRM platform, the company said in a release. Blue Frog's products include Affirm for Annuities, AFFIRM for Life, I-Relay and Policy Box.

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