



University of Wisconsin-Madison
Consortium for Global Electronic Commerce
"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"
www.cgec.org

Project Report:

**Assessment of Portability
Options for American Family
Insurance Agents**

Project Sponsor:

**American Family Insurance
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Executive Summary

The objective of this portability project is to assess and evaluate portability options for insurance agents working at American Family Insurance. The objective of this UW Student team project was to learn about existing and future portability technologies, as well as to discover how the team of students would envision American Family's future portability.

In the following report, the team will describe how their research and strategy development was conducted, and give a description of their findings. Ultimately, the team decided upon tablet PCs as the best option for American Family Insurance agents. This technology could provide agents with a means of accessing information while on the go, grouping various tasks into a single device, and reducing time and cost it takes American Family Insurance to do business with their customers.

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