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Transamerica Life Canada First Mover With Innovative Asset Retention System: BlueSun, a leading provider of software solutions to the life insurance industry, announced that Transamerica Life Canada, one of the top insurance and investment fund companies in Canada, has deployed BlueSun's Producer Portal. The BlueSun Producer Portal was integrated with Transamerica's advisor Resource Centre to provide web-based lead distribution, content management and configurable reporting capabilities. The BlueSun Producer Portal also links to their back office administration systems to provide up-to-date information to advisors. Carol Yntema, AVP, Distribution Management commented "In the late 90's we were very successful selling segregated funds through our independent financial advisor network to clients who wanted to invest in mutual funds, but with protection from the volatility of the markets. As these funds mature, this new web-portal provides advisors with access to reporting, marketing and product information that will enable them to seamlessly help their clients through the maturity process . We believe we are a first carrier to deploy this type of in force maturity web to provide leads and sales assistance directly to our advisors." Yntema continued, "In the longer term the BlueSun Producer Portal will enable us to deepen our distributor relationships, scale our lead generation programs and increase our ability to provide information directly to advisors about their books of business. It was important that we chose a supplier who would work in partnership with our internal IT team to deliver a platform on which we could be self-sufficient." Simon Tomlinson, CEO of BlueSun Inc. added, "We thank Transamerica for selecting BlueSun Producer Portal for this innovative project. We believe that improved communication and information sharing between carriers and distributor/agents presents a huge opportunity for the insurance industry as a whole. BlueSun is unique in providing actionable information to the sales force and providing the tools to make sales easier."