

Swiss Re to offer North American clients new tools on its internet portal

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Aiming to offer its North American clients a greater amount of customised information, Swiss Re is adding four specialised tools to the Swiss Re Portal, the company's Internet-based gateway to its e-business initiatives.

Among the new offerings:

- Access to Swiss Re's publications targeting North America, including archived editions of Market Recap and review, two publications that look at Swiss Re and the reinsurance market in North America.
- Recommendations of key insurance industry-related websites, updated on a regular basis.
- Statistics on specific client contracts.
- A schedule of Swiss Re and industry events.

The Swiss Re Portal, launched in October 2000, offers clients a personalised workspace, giving them both industry and information as well as access to Swiss Re's value-added services.

"Knowledge and information have replaced capital and labor as the primary basis of competitive advantage," said Craig Zottola, Swiss Re's Deputy Leader of e-business for Swiss Re's Americas division. "We have a tremendous wealth of knowledge that we can provide our clients. One very effective way of getting them that knowledge is through our portal. The portal and these new tools are designed to further meet the multiple needs of our clients."

The password-protected portal can be accessed at www.swissre.com/portal. After registering, the client will be given a secure user ID and password which, in turn, will grant full access to the Portal.

In addition to the four new gadgets being offered, the Swiss Re Portal also gives clients one click access to Swiss Re's vast information and analysis resources; up-to-date information on a wide range of interactive charts and data, Swiss Re publications, and instant access to Swiss Re's expanding e-business portfolio.

"We can customise the portal to meet clients individual, specific needs," said Zottola. "For instance, we can put out hyperlinks to Inland marine clients, bond clients and property clients, as well as create on-line communities for them. We want to make it efficient for them to use the portal so they'll come to us to access all of their information."

Swiss Re is a leading reinsurer and the world's largest life reinsurer. With more than 9,000 employees, Swiss Re is represented at more than 70 offices in over 30 countries world-wide. Swiss Re is rated "Aaa" by Moody's, "AAA" by Standard & Poor's and "A++" by A.M. Best.

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