

Digital First for Annuities is modernizing annuities into real-time, fully digital experiences. Individually, Digital First for Annuities Standards improve the moments that matter most across the lifecycle, reducing errors, accelerating processing, enabling straight-through processing, and providing real-time transparency. Together, they transform the experience, shifting annuities from hard-to-do business to easy-to-do business, unlocking broader market participation, as ease of doing business drives financial professional adoption and growth.

Proven impacts include cycle times reduced from weeks to as fast as 24 hours, along with material reductions in errors, manual touchpoints, and service inquiries. Firms also report that shared standards and infrastructure enable scale while reducing implementation complexity, ongoing maintenance, and FTE costs.

Firms that implement now will capture revenue faster, lower operating costs, and meet advisor expectations for parity with other financial products.

Key Benefits and Outcomes of DFA Standards

Revenue:

- Accelerates placement and funding cycles, reducing lost opportunities and sales delays

Cost:

- Reduces NIGO, rework, paper handling, and service inquiries, lowering operational and servicing costs

Adoption:

- Improves financial professional usability
- Integrates annuities into core financial professional workflows

Client experience:

- Enables faster, more transparent, and reliable transactions aligned with expectations set by other financial products

Scale and Automation:

- Enables end-to-end digital processing across the lifecycle
- Establishes the foundation for automation and future innovation

Standard	Problem Solved	Outcome Delivered	Business Impact	Why Implement Now	Adoption
Producer Training	Sales blocked by delayed training updates >40% NIGOs	Real-time validation of training completion	Faster sales process; eliminates manual touches; 25% Reduction in NIGO; 80% Increase in efficiency , and fewer abandoned sales	Eliminates immediate revenue friction and back office/call center efficiencies	Carriers: 2 live, 2 in dev, 6 2026 planned SPs: 2 live
CanSell	Sales errors, rework >40% NIGOs, result in blocked sales	Real-time status transparency into licensing, appointment, training status	Fewer application delays; improved advisor experience	Aligns data across ecosystem; reduces friction	Carriers: 13 live, 8 planned SP: 6 live, 1-2026 planned
Application Status	Order status is unknown – creates distrust; call center volumes increase by 60% to handle common questions	Real-time status transparency into submitted business; faster resolution of errors	2-day faster error resolution; 80% reduction in call center volume; happier financial professionals	Addressed the top financial professional frustration	Carriers: 2 live; 2 in dev, 15 – 2026 planned
Withdrawals, Quotes, Systematic Updates	Annuity funds are hard and manual to access – creates distrust	Instant knowledge and access to available funds, processing real-time	Lower NIGO; faster fund access; reduced servicing cost, better experience	Targets high-trust service interactions	Distributor: 1 – 2026 planned Carrier: 1 – 2026 planned
Paperless Replacements	Transfers can take weeks to process – creates distrust; sales error >20% NIGO	Faster carrier-to-carrier transfer completion	Cycle time reduced to <24 hours; major NIGO reduction	Foundational for straight-through processing on replacements, >65% of business flows	Carrier: 9 live, 20 planned for 2026
Digital Submission Only	Application submissions errors cause delays, rework, frustrations, and can result in lost sales	Fully digital and automated submission with 90% in-good order; submission is based on digital data only; signatures collected for regulatory purposes	Faster issuance; lower error rates; improved compliance	Foundational for straight-through processing on new business orders	Distributor: 2 planned for 2026
Activated Income	Annuity income streams are not visible in financial planning tools	Standardized income data shows up consistently in consumer accounts, portfolios, and planning tools	Increased usage of annuities; stronger holistic retirement planning	Enables expansion beyond the current user base	Carrier: 4 planned for 2026
Baseline Values	Annuities are not treated like an asset class; Annuities are complex for modeling; inconsistent modeling assumptions across carriers;	Standard benchmark assumptions for planning to enable annuities to be modeled like an asset class	Better comparisons; increased annuity inclusion	Enables growth of annuities with expansion beyond the current user base	SP: 1 live Distributor: 1 live with custom MVAs Carrier: collecting data