

HOW JPMC REVOLUTIONIZED CEDING CONTRACTS WITH DIGITAL AUTOMATION

THE CHALLENGE: LEGACY CEDED CONTRACT PROCESS IN A DIGITAL WORLD

When clients collaborate with their financial advisor to transfer proceeds from an existing annuity to a new one, the process is often complex and heavily dependent on manual tasks. Manual data entry, paper-based documentation, and the use of multiple communication channels frequently result in delays, errors, and inconsistent experiences for all parties involved. Transfers and settlements can take weeks to complete, keeping capital tied up and increasing operational risk. These inefficiencies not only impact key operational metrics but also diminish the overall experience for financial advisors managing these transactions.

FROM MANUAL TO MODERN: Streamlining Ceding Contracts with Digital Solutions

JP Morgan Chase (JPMC) faced persistent challenges in the ceding contract process—manual data entry, lengthy phone calls, and frequent errors led to delays, advisor frustration, and compliance risks. Advisors often spent 20–30 minutes on calls to carriers, struggled with incorrect contract information, and encountered multiple NIGOs and supervision inquiries tied to the order entry platform.

"It's hard to overstate the impact: having ceding contract data pre-populate into the order entry system has turned a frustrating, error-prone process into a fast, reliable workflow. What used to take 20–30 minutes of phone calls and re-keying now takes a few clicks with accurate details pulled straight from DTCC. Our advisors can focus on clients instead of paperwork, and our supervision teams see fewer NIGOs, cleaner submissions, and far less back-and-forth."

Leland Snyder | Vice President of Ops
Relationship Management

To solve this, JPMC partnered with Zinnia, Depository Trust and Clearing Corporation (DTCC), and industry groups to automate and pre-populate ceding contract data in the order entry process. Leveraging DTCC's Insurance Information Exchange (IIEX) API integration to retrieve contract details directly from DTCC, reducing manual intervention and minimizing errors.

When JPMC is the broker of record, which equated to 80% of transfer business in 2024, data is seamlessly accessed. When JPMC is not the broker of record, it follows the current manual flow, but we are actively working with Insured Retirement Institute (IRI) to solution for a client-driven authorization flow which would ensure compliance and data security, with legal review guiding consent and verification standards.

This digital-first approach slashed data entry times, improved accuracy, and empowered advisors to focus on client needs rather than administrative hurdles. JPMC's transformation sets a new industry benchmark for efficiency, compliance, and user experience in reinsurance operations.

RESULTS & IMPACT

3,500+ *applications pre-filled instantly*

Disclaimer: Data from 12/8/25–3/13/26



DATA FROM APIS. EXPERIENCES FOR USERS.

Streamlined Transactions

Advisors and clients now move through contract exchanges with greater speed, eliminating bottlenecks and enabling prompt settlements.

Error Reduction

Intelligent data automation curbs inaccuracies in contract entries, lowering the frequency of rejected submissions and compliance reviews.

Higher STP Rates

Logic-based evaluations powered by structured ceding contract data can enable more transactions to flow through without manual intervention, directly improving STP metrics.

"The auto-generation has been accurate each time, with no issues encountered during review or submission. The feature has been getting the information correctly, which has positively contributed to efficiency and the overall user experience."

Matthew S. | Senior Vice President – Investments
J.P. Morgan Private Client Advisor