

# CASE STUDY

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For over two decades, Apis Productions has been an industry leader in innovative web design and software development for the insurance sector. With hundreds of satisfied clients across the financial industry, Apis has helped move the market forward through cutting-edge products, design, marketing, and consultative services. Through close collaboration with each client, Apis delivers custom-branded platforms that highlight unique insurance portfolios while maintaining the highest standards of security.

To further strengthen its solutions, Apis partnered with Paperclip to integrate Paperclip SAFE®, a groundbreaking searchable encryption technology, into Opportunity Scout—Apis' lead generation and management platform with robust reporting and processing capabilities.

Opportunity Scout empowers agents and agencies to market directly to consumers, providing a comprehensive approach to life insurance sales supported by an end-to-end marketing library. By incorporating SAFE®, Apis ensures that all private consumer data within Opportunity Scout remains encrypted and protected throughout the entire transactional lifecycle.

Apis and Paperclip have enjoyed a long-standing partnership, but this integration marks a new milestone in advancing data security for the insurance industry.

## CHALLENGE

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In today's digital landscape, protecting consumer privacy is more critical than ever. Cybercrime is projected to cost the global economy over \$10.5 trillion by 2025, and emerging regulations are increasingly emphasizing the encryption of data in use—not just data at rest or in transit.

Recognizing this growing threat, Apis sought to integrate advanced encryption capabilities into Opportunity Scout. However, the team faced a key challenge: finding a security solution that

would integrate seamlessly without disrupting the user experience.

"We have been enhancing Opportunity Scout with new features and distribution avenues, and wanted to make sure we were really paying close attention to security," said Peri Lane, CEO of Apis Productions. "As we start collecting more and more consumer data, we want to make sure we're not doing anything that could lead to a breach of security."

Maintaining client trust is central to Apis' mission. Their customers expect a seamless, reliable solution—and ensuring the security of that data is essential to sustaining confidence in their platform.

"Apis Productions has always been ahead of the curve when it comes to delivering modern, customer-centric solutions for the insurance

industry," said Chad Walter, CRO at Paperclip.

"Their decision to integrate SAFE® reflects a shared commitment to innovation and security. Together, we're setting a new standard for how sensitive consumer data should be protected—without compromising usability or performance."

## SOLUTION

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Paperclip SAFE® is a proprietary searchable encryption solution that protects data beyond traditional methods. While most encryption tools focus on securing data at rest or in transit, SAFE uniquely encrypts data in use, keeping it protected even as it's accessed, processed, or searched.

Built on over 30 years of Paperclip's trusted performance, SAFE now serves as the security backbone for all Paperclip solutions.

"As we begin integrating additional vendors and carriers into Opportunity Scout, we felt it

was necessary to control the security ourselves rather than rely on partners," said Lane. "The Paperclip solution made perfect sense for us. It was an efficient way to ensure encryption and proper data storage."

Integration was quick and efficient, allowing Apis developers to easily implement SAFE without disruption.

"The integration process was as smooth as it can get," Lane added. "We had a fantastic experience working with the Paperclip technical team. Our developers were able to hook into SAFE easily—it was a five-star experience."

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- Peri Lane, CEO at Apis Productions

## RESULTS

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With SAFE integrated, Opportunity Scout continues to redefine how life insurance distributors engage with consumers—now with industry-leading data protection built in.

"With cyber threats evolving daily, encryption at rest and in transit are no longer enough,"

Walter said. "SAFE encrypts the vulnerable data in use—the final frontier of data security. Our partnership with Apis Productions shows how this technology can be seamlessly integrated into complex applications to provide end-to-end protection and peace of mind for users."

The integration of SAFE at the application layer represents a significant step forward in safeguarding sensitive data. Apis also plans to extend the use of Paperclip SAFE across additional applications currently in development, reinforcing a company-wide commitment to secure innovation.

"We've never had a breach of any sort, but SAFE provides that peace of mind," Lane said. "We can all sleep better at night knowing the data is truly locked down. It's about giving our customers 100% confidence that what they're using is very safe."

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- Chad Walter, CRO at Paperclip

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