

Frankenmuth Insurance Launches New Cyber & Information Protection Plus Sales Materials

Frankenmuth Insurance is excited to launch our new Cyber & Information Protection Plus online guide and infographic flyer. These policyholder materials are aimed at helping business owners better understand the very real threat of cyber security breaches facing their businesses each day.

The first piece, a one-page infographic flyer, is a great resource to include with quotes or renewals as a reminder to business owners that cyber coverage is something they should consider. Common questions answered on the infographic include:

- “What is cyber insurance?”
- “Why do I need it for my business?”
- “How will these coverages benefit me?”
- “What is the process of filing a data breach claim?”

The comprehensive online product guide provides an easy-to-explain overview of each coverage part, including claim examples and resolutions. This piece is great to review with a policyholder once they’ve shown interest in the Cyber product and want more information about everything Cyber & Information Protection Plus has to offer. As an online guide, this interactive PDF with clickable links in the table of contents is easy to email or can be printed to provide to the policyholder.

As an agent, you understand the importance of cyber coverage, but for policyholders, it can be a challenging process to understand just exactly the kind of protection they need, let alone how the coverages work. We encourage you to utilize the new Cyber & Information Protection Plus materials during your next visit with a policyholder as you talk with them about protecting their business from cyber security threats.

To access the Infographic Flyer, [click here](#). To access the Online Product Guide, [click here](#). You’ll also find the infographic flyer and online product guide in Agency Services under Resources/Marketing Materials/Brochures.

Questions about Cyber? Please feel free to contact your Field Manager or Underwriter.