

# Applied's Lawsuit Against Comulate


## Applied Systems Sets the Record Straight on Comulate's Fraud and Applied's Commitments to Competition and Customer Access


On November 21, 2025, Applied Systems filed a lawsuit in federal court in Chicago exposing an elaborate fraud scheme by Comulate.

As outlined in the [complaint](#), Comulate created a fake insurance company called PBC Consulting and posed as a customer of Applied's in order to gain unauthorized access to Applied's systems. Comulate's goal was to reverse-engineer Applied's proprietary technology and use the information unlawfully gained to accelerate their own product development. Applied's lawsuit includes claims for breach of contract, trade secrets theft, unjust enrichment and violation of the federal Computer Fraud and Abuse Act.

Comulate [admits](#) it stood up a phony agency to build their product but has otherwise responded with legal dodges and more falsehoods. Instead of addressing the core merits of Applied's case, Comulate has attempted to deflect from its theft scheme by filing baseless and retaliatory claims against Applied.

Here are the actual facts regarding the false claims that Comulate seeks to perpetuate.

 **FALSE:** Applied is a monopolist and has brought this lawsuit to destroy a competitor.

 **FACT:** Applied enables the largest and healthiest ecosystem of agencies, brokerages, carriers and technology companies in the insurance industry. Applied has invested billions of dollars in innovation and technology at a pace that is outsized compared to anyone else in the market to create unmatched value for our customers.

Part of the value we provide our customers is choice to integrate with third-party technologies. Applied integrates with hundreds of third-party companies that are used by 100K+ users, and we vigorously support those experiences to enable better agency workflows and experiences. In fact, Comulate was one of those hundred plus companies that we integrated and supported for our customers until they broke the terms of our contract and fabricated a fake insurance agency to gain illegal access to our systems. Comulate's decision and ultimate admission of cheating and lying forced us to make the decision to remove their integration.

⊗ **FALSE:** Applied is closing off its Epic technology ecosystem to third-party integrations, and limiting customer choice for its own benefit.

✓ **FACT:** Applied's strategy remains the same – we will continue to build best-in-class solutions that provide a superior, integrated experience while **ALSO supporting customer choice and a healthy ecosystem of third-party integrations.** This lawsuit – which is specific to Comulate's egregious conduct – does not change that strategy, and we have reaffirmed this position with other third-party companies currently integrating into our technologies and with customers actively using these solutions.

⊗ **FALSE:** Applied is conspiring with Ascend to eliminate Comulate and consolidate the market.

✓ **FACT: There is no conspiracy with Ascend.** To provide impacted customers with more choice, after Applied filed its lawsuit against Comulate, we entered into a limited referral agreement with Ascend to offer a potential solution to help customers manage the transition with minimal business disruption. There is no formal integration or partnership or any financial arrangement between Applied and Ascend. Notably, Ascend was one of several options, including Business Process Optimization firms, that we proposed to our customers to support an easy transition.

⊗ **FALSE:** Applied is inhibiting innovation.

✓ **FACT: Applied invests more than any other InsurTech. Over the past five years alone, we have invested billions of dollars in research and development.** The nation's top insurance agencies choose to use Applied Epic because of its unmatched innovation and the value it delivers to the entire distribution channel across the insurance lifecycle. We win by showing up, understanding deeply, and being an indispensable partner to our customers' success.

⊗ **FALSE:** Applied is exerting undue pressure on Comulate's customers.

✓ **FACT: Comulate put its customers in this situation, and it is our responsibility to the long-term success of our customers to protect our IP.** Since the filing in November, Applied has committed to working with its customers to provide alternatives and manage the transition and minimize potential business disruption with a transition period of over seven months. We are in active conversations with customers to ensure a smooth experience and are trying to limit any negative exposure to the lawsuit as best as possible.

⊗ **FALSE:** Applied is putting pressure on customers to convince them to abandon Comulate.

✔ **FACT: Applied is entitled to protect its intellectual property and enforce its customer contracts.** Our contracts have always permitted us to withdraw consent for our customers to integrate with Comulate and any of our other third-party integrations with 60 days' notice and immediately terminate unauthorized access. When we discovered Comulate's deliberate fraud, we had no choice but to enforce our rights.

We decided to terminate Comulate's ability to participate in Applied's third-party ecosystem because we are unwilling to do business with companies that steal from us. We informed our customers of that decision and set a unified transition date of June 30, 2026. The federal court in Illinois has twice had the chance to extend that deadline and has declined to do so. We did not demand customers immediately cease using Comulate, nor did we make any effort to attempt to exert pressure on them to do so. We simply took steps to protect our business from a company that deceived us and informed our customers promptly and transparently.

⊗ **FALSE:** Applied amended its complaint against Comulate to remove its "core allegations of trade secret misappropriation" because they were never legitimate.

✔ **FACT: Applied continues to vigorously pursue its claims against Comulate for trade secret theft.** On January 2, 2026, Applied amended its complaint from two trade secret claims to one to focus its misappropriation claims on Applied's core trade secrets relating to Applied Epic. Applied also added new claims including unjust enrichment and violation of the Computer Fraud and Abuse Act.

⊗ **FALSE:** Comulate won its motion for a temporary restraining order in Delaware.

✔ **FACT: The Delaware court accepted Applied's proposal to enable continuing access for current joint customers until June 30, 2026, pending a ruling from the court on Applied's Motion to Dismiss.** Comulate has since dropped the Delaware lawsuit.

For more information, please refer to Applied's [microsite](#).