

FOR IMMEDIATE RELEASE

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## Insurecom launch the UK's first smart-client broker application

UK general insurance software provider Insurecom Limited has announced the launch of the first ever smart-client, 100% SQL, complete broker business solution.

At least two years ahead of anything else available in the market today, Insurecom has soared into the lead of its nearest rivals with their advanced brand new broker application, agencyPlus.

A combination of two years of major investment and research & development by Insurecom in liaison with a number of UK brokers has resulted in a new era of broking solutions that come fully ebusiness, compliance and imarket ready.

Phillip Walter, Insurecom's Chief Executive said, "We have recognised that general insurance intermediaries have been held back by legacy software and access to important tools such as automation and ebusiness capability result in complex and expensive workarounds. Our vision is to combine all of these elements into a single, flexible application that uses the latest technology to offer an unparalleled level of usability via a single screen, multi client, multi activity, single database".

"Brokers can now easily manage multiple brokerages and branches from a single system, integrate their schemes business, and take advantage of revenue generating ebusiness capability whilst stripping out administrative burden. What's more, our extensive toolkit offers even greater scope for broker business growth with custom data capture form tools, custom built rating engine for schemes and even a full transaction front end 'quote and buy' style website pages.

Walter added, "In the past, Insurecom had been frequently confronted on the subject of how much money we had been spending, and my answer to that is – Yes! Insurecom is proud to say that we have invested more in our software development than any other software provider in the market."

In addition to its software range, Insurecom is launching into a zero-charge consultancy service, and has added 'The Broker Solutions Company' to its logo.

For more information about agencyPlus go to [www.insurecom.co.uk](http://www.insurecom.co.uk)

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**Notes to Editors:**

**About Insurecom – The Broker Solutions Company**

Insurecom is the premiere solutions company for general insurance intermediaries, with the UK's fastest growing software membership. We believe that your business should be increasingly sales-centric, with greater automation and less administration. Insurecom's experienced broker business team listen closely to intermediaries of all sizes to define and understand your objectives, often uncovering numerous possibilities that have until now remained out of reach. Insurecom maintain the largest ongoing financial investment commitment toward broker profitability in the sector, and operate the most aggressive development programme.

Insurecom's agencyPlus application is the most advanced broker software available, offering the most comprehensive regulatory, accounts, multioffice, commercial, schemes, ebusiness, and reporting facilities. agencyPlus is the only true complete rich-client SQL-based broker application in the industry, designed for growing brokers with such issues as FSA requirements, iMarket, schemes, and UK ebusiness fully resolved even before the first line of code was written. agencyPlus is one of the many groundbreaking tools used by Insurecom to bring the possibilities for your business to life.

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