

NEWS RELEASE  
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## The Insurance Partnership sign up to agencyPlus

Insurecom Limited, the broker software solutions company, announced today that it had agreed contract terms to upgrade The Insurance Partnership Services Ltd (TIP) to the flagship agencyPlus software product.

Insurecom's proprietary 'fast-track' implementation process will allow The Insurance Partnership to go live with agencyPlus across its three main branch offices including 100 users by the beginning of October 2007.

The Insurance Partnership, one of Yorkshire's leading Corporate and Commercial Brokers with a turnover in excess of £30 million, are continuing their aggressive organic expansion, recently seeing a move to new head offices in Hull, a £2.4 million project with 10,500 square feet; a Financial Services arm seeing in excess of £100 million funds under management; and a specialist Health Insurance division, which clearly affirms their position in the region.

Andrew Carrick of TIP said "Development and investment in technology is at the top of TIP's agenda, and we recognise that the right system forms the foundation for not only how a broker functions, but how it can expand and maximise efficiency, allow simple access to schemes and eBusiness, and enhance the speed and quality of its offerings. And with staff productivity in mind we needed a user-friendly system. After reviewing available systems in the market and speaking to insurance companies for their recommendations, the only high performance system designed for larger intermediaries that stacked up was Insurecom's agencyPlus".

TIP core accounts are corporate and commercial businesses, often around £50,000 premium, and they are expanding upon their range of bespoke schemes which currently include hire, professions, and haulage. TIP's stronghold is Yorkshire but it is now placing a growing amount of business across the UK and has tapped overseas brokers.

Phillip Walter at Insurecom added "The Insurance Partnership is a sound example of a progressive, forward-thinking intermediary that is helping to change the UK broker

landscape. Brokers we're talking to and signing up are multi-office expanding brokers who have recognised that they require more sophisticated and efficient solutions to meet their existing and future business requirements. agencyPlus was designed specifically for large intermediaries who own multiple brokers who each have multiple branches, and its automated compliance, commercial and personal lines, schemes, ebusiness, and productivity features list are without exception the best in the market".

agencyPlus was launched in November 2006 and has already rapidly become the leading software solution for large, consolidating intermediaries and wholesale operations.

Principally because agencyPlus resolves the frustrating issues associated with other systems such as poor integration, MI reporting, integration with imarket, the ability to maintain a paperless environment and exploitation of ebusiness. agencyPlus offers all this and more, thanks to its advanced single database architecture and clever intuitive design."

Ends

## **Notes to Editors**

### **About The Insurance Partnership**

Since 1993, when it was founded by 4 partners and 2 staff, TIP has grown to be in the top 40 independent insurance brokers in the UK (source: *Insurance Age, 2006*) and has over 100 staff at 4 locations – Hull (head office), York, Sutton Coldfield and Lichfield.

The Insurance Partnership's success has been based on the amalgamation of old and new business principles to deliver Client focused solutions. TIP believe that Insurance is a 'People' business. TIP the right people to deliver a personalised service driven strategy, dovetailed to each Clients individual requirements.

TIP are ISO 9001 registered, Investors in People, members of the IIB and BIBA, and are major supporters of the Hull branch of the Chartered Insurance Institute.

### **About Insurecom Limited**

The Insurecom Broker Solutions business model offers a new approach to solving the legacy technology issues holding back the business growth of intermediaries.

Using a unique consultative process, Insurecom will examine a broker's current business and assist their management team in defining and exploring ways to build revenue, reduce administration and expand capability through the use of technology.

Since 2005 Insurecom has made significant investments in developing infrastructure and software systems and a supporting organisation to deliver truly innovative end to end broker

solutions for the UK's general insurance market. Our continuing investment commitment towards recruiting and developing the most capable team in the industry and in maintaining the most advanced development programme in the market continues to set us apart from our competitors.

Our groundbreaking business solution agencyPlus has been specifically designed to assist large consolidating brokers and is already being implemented across many UK sites.

[www.insurecom.co.uk](http://www.insurecom.co.uk)

## **About agencyPlus**

agencyPlus is Insurecom's state-of-the-art insurance broking application designed for large general insurance brokers throughout the UK.

Launched in 2006, agencyPlus offers a complete package for today's expanding brokerage. Its advanced, user-centric design offers unparalleled usability, with performance and navigation based on a single screen, multi-client, multi-activity interface.

agencyPlus tackles traditional usability issues by providing easy navigation via drop-down menus, dynamic data capture, standardised workflow processes and the ability to view multiple screens, offering significantly greater productivity.

agencyPlus is built 100% on flexible .Net and SQL2005 architecture using a single database. Its smart client approach offers greater application flexibility and seamless integration with software such as Microsoft Office and e-business applications, expanding functionality without the need for separate systems.

agencyPlus is now being deployed across a number of large brokerages, producing quantifiable benefits for the way brokers manage their business and serve customers.