

# AT8 InfoBlog – Assureweb

## Company Overview

Assureweb provide access to online quotations and applications for over 150 products from more than 35 market leading providers. They have 9,800 firms registered with 37,700 end-users from across the UK Life & Pensions market.

Assureweb specialize in partnering with leading CRM and Point Of Sale system providers - integrating their product provider quotation and application data with their partners systems. This approach has helped to establish them with some of the biggest distributors in the market. Indeed, they now claim two of the top three mortgage broking organizations and six of the top seven IFA organizations as clients.

Assureweb is owned by a consortium of six product providers; AEGON Scottish Equitable, Clerical Medical, Friends Provident, Norwich Union, Prudential and Scottish Widows.

## Service Overview

### Assureweb provides:

Quotations – Single Company, Multi-benefit	Batch Quotations
Electronic Submission via Origo PACs (on and Offline)	Electronic Submission via Extranet Linking
Paper based applications with a library	New Business Tracking
PMI	Fund Supermarket
Account Management	Bulk Registration services
MI module	White labelling
Customer support / Ebusiness and training	Referral Services (e.g. Traded Endowment links)
Offshore area	

They cover a wide range of products including: Term, Income Protection, PMI, Bonds, Pensions, Annuities, Whole of life and Equity Release. They also have a good coverage of manufacturers across this range of products.

Assureweb have produced a technical interface (APE) that enables them to operate as a 'black-box' serving data to third party applications. Their APE approach and has won them the support of a number of major partners who are also attracted by their independence and their focus on 'Portal' services rather than encroaching into areas of POS and Back office that are served by their partners. In turn, the approach has lead to deals with the major distributors.

## Solution Strengths

Ease of interface integration to third party applications, operating as a 'black-box'

Cost effective pricing model for distributors of scale

Good product and provider coverage

## Key Clients

Clients Include:

- Home of Choice
- Sesame
- Barclays
- Personal Touch
- Bankhall

## Solution 'Sweet Spots'

Distributors not using Vertex (1<sup>st</sup>/Exch) or Capita POS or Back-Office solutions

Distributors wanting to control the look and feel of the end solution

Large scale distributors looking to minimise cost

## Important Notes

The AT8 InfoBlogs are designed to give a brief précis of the key technology suppliers to the distributors of financial services. They are designed to be used to gain a quick background on companies and their solutions prior to starting on any IT review of supplier procurement. They contain information available publicly on the suppliers and opinion formed from AT8's experience in dealing with the leading companies in the market. We make every effort to ensure the information is accurate at time of publishing but the information is dynamic and should be confirmed prior to any formal decision being made using this data.

The InfoBlogs are a start point that can help in short listing or simply ensuring any contact with these suppliers can start from an informed position. If further opinion or information about each supplier is needed AT8 has a wealth of additional information and would be happy to discuss this on a one to one basis. AT8 also has a clear and fast methodology for procurements and would welcome the opportunity to discuss this with clients as well.

If you would like to discuss this InfoBlog further or would find value in an InfoBlog on a supplier not currently published then please contact us at [marketing@at8-group.com](mailto:marketing@at8-group.com) or telephone 0121 314 2504.

## About AT8 Group

AT8 Group Ltd is an innovative consultancy company with knowledge, skill and experience across a broad range of Financial Services and IT related disciplines.

Our experience of working with providers, intermediaries, lenders and IT companies puts us in a strong position of understanding needs and opportunities. Our skills allow us to use our knowledge along with our ability to innovate and proactively to create and implement differentiated business improvement propositions that add tangible value to our financial services' clients and partners. In addition we supplement our own knowledge with current market data from research agencies such as Datamonitor with whom we have a strong relationship and access to their Financial Services Knowledge Centre.

Specific areas of expertise for AT8 include

- E-Commerce Strategies
- Point of sale and Back-Office solutions, including portals
- Procurement and negotiation
- Sales and Marketing strategies
- Financial services Regulation including MiFID
- International market analysis

AT8 can support and add value to the full lifecycle of a project from the initial idea generation to operating the project and eventually reviewing and renewing the project.



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