



A novel, cloud-based “Quote & Buy” platform for insurers

“Within the next five years, insurers expect nearly a third of their business to be generated from digital channels — internet and mobile.”

— CapGemini World Insurance Report 2014

In the wake of the 2012 Retail Distribution Review (RDR) by the UK regulator, insurers have increasingly turned their attention to the **direct-to-customer** (D2C) channel. All the while, **technological progress** has continued apace, with consumers purchasing more of their financial services products online, via new tablet and mobile channels, and also via social media. With a reputation for slow-moving IT, lengthy product launch cycles and a general lack of innovation, UK insurers are finding it hard to **deliver innovative products in short timescales at reasonable cost** over the channels their customers desire.

The Surely “Quote & Buy” platform provides a perfect solution to this problem:

- ✓ A **fully hosted** “Quote & Buy” platform that can be insurer branded
- ✓ **Rapid configuration** of bespoke insurance products, including pre-sales information, quotation & ratings engine, document generation, payment collection and email engines
- ✓ **Payment mechanisms** including Direct Debit, Credit / Debit card and PayPal
- ✓ Responsive design supporting **desktop, tablet and mobile** journeys
- ✓ **Multi-lingual** and **multi-currency** support
- ✓ **Call centre** and **policyholder self-service** portals
- ✓ Reporting and **analytics**
- ✓ Engineered to the highest standards using cutting-edge technology, with **third party integrations** and web service / API integration
- ✓ **Secure, fast and resilient** with full disaster recovery and backup

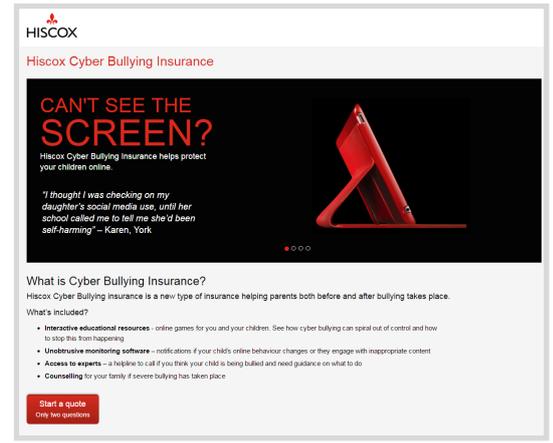
In addition, where desired, Surely offers insurers a **digital marketing service**, to drive relevant traffic to the hosted online insurance products, including via **social media**.



Selected clients



AmTrust Europe



"We've been very happy with the rapid time to launch, the flexibility and power of Surely's Quote & Buy platform, and the highly professional attitude exhibited by the Surely team."

— Frank Ahedo
Managing Director Europe
Best Doctors

"Surely helped us rapidly test a new insurance concept, working with us to build and put live a functioning quote and buy journey in just two weeks, from a standing start. They were able to make changes extremely quickly whilst also adding value, bringing helpful suggestions to the table..."

— Alan Millard, Chief Operating Officer, Hiscox UK and Ireland

Example insurance products

- Caravan insurance
- Critical Illness cover
- Dental insurance
- Female cancer cover
- Life insurance
- Mechanical breakdown cover

Partner providers (integrated)

- ActivePDF documents
- AFD postcode lookups
- Comodo certificates
- Number plate lookups
- GoCardless Direct Debits
- MailChimp emails
- OFAC sanctions screening
- PayEx payments
- PayPal payments
- Qualaroo surveys
- SagePay payments
- Social media sign-in

The Surely Group was founded in the UK in 2013 by a team of experienced technologists, insurance experts and entrepreneurs. We provide innovative Direct-to-Consumer (D2C) technology for the insurance industry. Our products include a cloud-based "Quote & Buy" system, a "Self Service" platform and a Personal Insurance Agent platform ("Robo Broker").