


Smart solutions to make
the most of the market.



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Our people are still,
at heart, problem solvers.

A large, stylized red arrow graphic that starts as a thick, curved line on the right side of the page, loops around, and then points upwards and to the left towards the top-left text.

We know that technology
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it that matter.




At SSP, we've a history of **looking forward**. Over the last 10 years, we've focused on the future, whether that's developing new technologies, new techniques or new ways to help modernise the insurance industry.

We've only been able to achieve this through our understanding of our customers' needs, alongside our innovation in an ever-evolving marketplace.

This innovation is the reason why our customers use our technology, the reason why they've stayed with us, and it's behind how we've helped simplify the industry.

The insurance industry contains enough challenges. IT shouldn't be one of them. It's the expertise of our people, and our innovative technology, that allow us to streamline our customers' operations in over 50 countries, resolving complex challenges in a global environment.

In the following pages, you'll find a selection of our products and services that provide market-led solutions to resolve your challenges and leave you free to focus on your future.



Laurence Walker
Chief Executive

About SSP.

When it comes to numbers in the insurance industry, we've a few of our own:

- 50,000 users across 50 countries.
- Systems supporting £4.9bn of UK business.
- Technology handling 30% of UK e-trading.
- Over 750 talented people.
- Keychoice: working with an affinity group of over 900 UK brokers.
- One purpose: resolving our customers' challenges.

The numbers demonstrate what we do for our customers. We offer unique, joined-up IT solutions that our customers trust. From creating tailored packages to streamline operations, to connecting brokers and insurers to relieve their IT burden. By applying our domain knowledge to our IT solutions, we give customers of all sizes space to focus on their business.

Staying true to our values.

As a business with thousands of man-years of experience, we've grown into one of the world's leading insurance IT experts.

We've got where we are today because we've attracted the best people, developed the latest technology, and directed it in the right way for the market. Yet we've never lost touch with our roots. For all of our global presence and the volume of business that we support, our people are still, at heart, problem solvers.

This means that, unlike some insurance IT companies, we aren't an overburdened giant set in our ways. Instead, we maintain a simple value of continuous innovation. And we know that technology is nothing by itself – it's the people behind it that matter. That's why our people are key to our success as much as our customers'. From building IT effectiveness to business performance, they're the reason we stay one step ahead in an ever-changing industry.

Shaping a better industry.

Now, our people are focused on the future. Devising new technologies. Finding new efficiencies. Modernising the industry through relentless innovation. Just as we can resolve today's challenges, so can we resolve tomorrow's and continue to shape a better industry.



SSP for Brokers.

Complex simply doesn't cover it. The UK insurance market is filled with challenges. The evolving roles of brokers and intermediaries, the gauntlets thrown down by new entrants, changing models of distribution, pricing and underwriting: they all contribute to an atmosphere of intense competition and elusive opportunities.

From listening to customers at every level of broking, we've identified the key challenges you currently face. Roles across the industry are shifting. The traditional boundaries are being redrawn as online comparison sites and aggregators become increasingly popular, while regional brokers need to act more creatively to capitalise on niche opportunities.

Beyond this, a larger number of firms are competing for fewer opportunities with tighter margins. Fraud is on the rise. Inflation on insurance claims is at an all-time high. IT is the last thing brokers need to worry about.

Intense competition is the main reason why brokers try to differentiate themselves. Differentiation drives the need for customisation, as brokers seek out niches in the market. This means that brokers have to become increasingly agile – and this needs to be reflected in their IT systems.

As many personal lines and, increasingly, commercial lines customers rely on the internet for comparing quotes and for policy servicing, it is vital that the end user's experience is competitive, efficient and pushes cost out of the broker's enterprise. SSP recognises that it is imperative to have a responsive and supportive IT system that helps to build customer satisfaction.



On average, our people have over 10 years' industry experience.





Cutting through the complexity.

SSP understands the challenges of a fragmented, complex environment and delivers solutions that simplify this complexity to help you thrive.

We provide complete, smart solutions to make the most of the market. These solutions are backed up by our people. From hosting to professional services, we offer a tailored range of solutions to make your IT operations simple.

At the back of this brochure, you'll find a selection of these solutions: innovative products and services that can simplify your operations and benefit your business.

Call one of our broker technology experts today on **0800 590 705** or visit www.ssp-worldwide.com/sspforbrokers



Smart solutions to make the most of the market.

For UK brokers, SSP is the first name in point-of-sale and client management systems. In a complex environment in which many brokers are struggling to differentiate, we offer solutions to help you stand out.

We can do this by virtue of our in-depth understanding of the insurance broking market, its pressures and challenges, and how our solutions can help our customers compete more effectively.

Our experience has given us this understanding, and with the majority market share of broker-insurer transactions, we've maintained our position as the dominant player in the market – constantly innovating and helping our customers stay ahead.



Experience in equals progress out.

It's our practical expertise and experience that have culminated in the award-winning products and services within this brochure. Products and services that provide solutions to help you make the most of your market, no matter the size or complexity of your operation.

We invite you to explore our solutions, then call a member of our team to find out how we can help you. We offer a personal service and will arrange a face-to-face meeting to identify the most responsive, rapid and agile solution to meet your needs. We'll use our experience of leading our market to help you progress to the forefront of yours.

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