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## **SURE INSURANCE SUCCESSFULLY IMPLEMENTS SSP'S DIGITAL INSURANCE PLATFORM**

A Queensland based insurance start-up, "Sure Insurance", has successfully implemented SSP's digital insurance platform to support the launch of their home and contents insurance product for regional Queenslanders.

SSP's digital insurance solution is a cloud-based platform comprised of a market-leading suite of products, which provides advanced digital insurance capabilities for insurers.

The different components within the SSP solution include product development, pricing, policy administration, claims and advanced multi-channel user experience capabilities.

Sure Insurance is the first business to focus solely on the regional Queensland home insurance segment, a market which has been widely acknowledged as needing greater competition. The SSP digital platform's flexible product capabilities enable Sure to manage risk, improve rating accuracy and provide better pricing using geocoding and data enrichment.

**Paul Miller, General Manager APAC at SSP said:** "For insurance start-ups, our digital insurance platform is lowering the barriers to entry without compromising their capabilities. In the past, new entrants had a high initial technology cost and long lead time to implementation but with the digital insurance solution, upfront costs are reduced and implementation time is shortened."

"Hosted and managed in Australia, SSP offer a disruptive digital solution for the general insurance industry and we are pleased to have our second customer go live in this market," Mr Miller said.

**Brad Heath, Managing Director of Sure Insurance said:** "SSP has been a great partner through our launch process – they took the time to understand our business strategy and customer proposition and structured their solution approach to suit our start-up model. Their people were first class, and they have delivered an innovative, powerful and scalable system in a very short time that will ultimately benefit our customers."

With a suite of pre-integrated products, the implementation time of the digital insurance platform is significantly reduced compared with more traditional solutions and gives Sure Insurance the flexibility to refine its products and continue to grow.

The SSP digital Insurance platform is implemented, hosted and managed by SSP, a model that drives a low upfront investment, along with flexible and low cost of ownership.

SSP is a leading provider of technology solutions and software for the insurance industry.

Sure Insurance is a Queensland owned and operated Insurance Agency. They have partnered with and are backed by global insurer, Liberty Mutual Insurance Company (Liberty).

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### **About SSP**

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years' experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

[www.ssp-worldwide.com](http://www.ssp-worldwide.com)

For more information please contact:

**Marcha van den Heuvel**

Hill+Knowlton Strategies for SSP

[marcha.vandenheuvel@hkstrategies.com](mailto:marcha.vandenheuvel@hkstrategies.com)

+61 2 9286 1226 or +61 468 960 475