



## News Release

Wednesday 2nd March, 2016

### **SSP and Worry+Peace announce strategic partnership to drive innovation**

Worry+Peace, challenger broker that launched in 2015, announces today that it has entered into a new four-year personal lines partnership with leading insurance technology solutions provider, SSP. Worry+Peace, which focus on helping consumers to 'buy insurance better' through greater use of digital technology, will adopt SSP's Pure Broker and eSuite software.

SSP Pure Broker is a fully hosted and managed back office platform that provides a comprehensive feature set and can scale with ease as the business grows. Meanwhile, the SSP eSuite solution will provide a rich and highly flexible B2C web solution for Worry+Peace target customer segments, many of whom favour mobile and tablets and require a fully adaptive experience. Initially, the partnership will focus on collaboration across motor and home insurance innovation with scope to expand into other personal lines areas.

**Stephen Lathrope, MD Customer Solutions for SSP, said:** "Worry+Peace approached us and asked if we'd incubate their plans for motor and home insurance. We recognised the opportunity immediately. We felt that our focus and capabilities in addressing systemic industry issues such as fraud really complimented their modern, progressive plans for distribution. We'll be looking to share our capability and ideas as soon as possible."

Worry+Peace has already created a panel of four top general insurers to power products through the SSP deal, and expects to see deeper project innovation later in the year following the launch of its inaugural motor and home platforms.



**James York, founder of Worry+Peace commented:** "We've been working tirelessly on finding the right strategic partner and I am delighted we have reached this goal with SSP. It's clear from listening to partner insurers that our wider strategy needed insight from key experts who've powered quote volume already and know the inside track on how distribution at scale really works. We plan to work closely together on disruptive tweaks, one sprint at a time."

Worry+Peace continues to invest in cutting edge innovations, both 'ambitious and incremental', with an API enabled system already under construction and further deals under discussion for solutions in the network and wholesale space.

"We are looking at a full capability spectrum - a manageable strategy", added York. "To be successful we have to have the right products, the things consumers have come to expect as standard but there's only so much we can and should code. Sometimes great partners are the best route. All my focus is on finding sustained distribution and our partnership with SSP secures a key flank, for us."

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### **About Worry+Peace**

Worry+Peace is a challenger broker, authorised and regulated by the FCA. James York is a Board member of the Insurance Broking Faculty at the CII and is a campaign partner with Insurtech Futures and a member of the Digital Collective.

James regularly speaks at events on the insurance calendar and is pro-industry, what he calls, #TeamInsurance. Worry+Peace is the flagship brand of Innovative Risk, which is a member of BIBA and Innovate Finance.



## **About SSP**

SSP is the leading provider of general insurance technology solutions, operating in more than 50 countries across the UK, Europe, Asia-Pacific, Africa and USA.

With more than 30 years' experience and industry expertise, we develop and implement technology solutions and back office systems that enable our customers to reduce the cost of their operations, increase their distribution and create a better customer experience - improving our customers' profitability and effectiveness.

Uniquely positioned, with end-to-end visibility "from the insurer to the insured", we understand the challenges our customers face and leverage our capabilities to provide significant industry value across the entire value chain.

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