

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



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## **PUKKA INSURE BECOMES FIRST MGA TO SIGN UP TO AWARD WINNING SSP INTELLIGENT QUOTES HUB**

Gibraltar based MGA, Pukka Insure, has signed a 5 year contract to adopt SSP's award winning Insurer Hosted Pricing Solution – Intelligent Quotes Hub (IQH) for whole of market distribution.

Though Pukka Insure are the first MGA to adopt IQH, this is not the first time they have partnered with SSP. Collaboration began in 2018 for access to SSP's Commercial Vehicle offering, providing advantages for SSP brokers and their customers. This will now continue as Pukka deploy IQH for their Private Motor products initially, with SSP brokers to be the first to go live.

As application fraud is a continuing challenge across the insurance industry, Pukka will deploy SSP Verify, a powerful pre-inception counter-fraud solution. This enables them to minimise fraud at point of quote, allowing the MGA to price more effectively while reducing premium and claims leakage.

**Sam White, CEO of Pukka Insure said** *We chose SSP because their solution provides a complete streamlined single hub which connects to multiple sources, it gives an unmatched level of self-sufficiency, data insight and consistency of pricing. The solution is the perfect fit with our requirements and will enable us to minimise application fraud at point of quote”.*

Pukka are known in the market for a progressive approach to customers' needs, which moves away from the more traditional 'one size fits all' view. SSP Intelligent Quotes Hub supports this ethos, allowing for a true single customer view and intra-day pricing – enabling flexibility and promoting insight.

*“We are excited to continue and develop our relationship with Pukka Insure, by supporting their growth via SSP Intelligent Quotes Hub to become one of the largest UK MGA’s. It is the ideal pricing and rating solution for Pukka as the data now accessible will allow them to extend their footprint whilst sophisticated pricing flows will mean they can accurately place each risk, therefore achieving profitable growth.”* **Adrian Coupland, Customer and Marketing Managing Director at SSP said.**

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#### **Notes to editors**

##### **About SSP**

SSP is a global provider of technology systems and solutions across the entire insurance industry, enabling its customers to transform their business and increase profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. It works with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. With a unique position in the market, including the largest market share of UK e-trading, SSP provides leading data insight and unrivalled distribution. Over 30 years’ experience, innovation and proven results make us the partner of choice for our customers.

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

##### **About Pukka Insure**

Pukka Insure was launched in 2016 in the UK by CEO and founder Sam White.

Pukka Insure pride themselves on offering a bespoke service that gives special consideration to all circumstances - including convictions and especially those that can show positive improvement in recent history. Pukka’s forgiving, inclusive approach encourages greater disclosure; which enables them to provide fairer, more competitive pricing to their customers. Philanthropy plays an important role within Pukka Insure. With a mandate to provide meaningful support to those most need and foster a legacy of connecting people and promoting social inclusion, Pukka Insure is involved in various grassroots causes in both the UK and Gibraltar.

[www.pukka.gi](http://www.pukka.gi)

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