



**31<sup>st</sup> October 2006**

**New forms for faster comparative quotes on imarket**

Brokers are set to benefit from a faster and more efficient imarket service thanks to concise, much improved, forms for comparative quotes.

Following broker feedback, the imarket Xform will be replaced by a new, more user-friendly, form on the trading portal – operated by Polaris U.K. Limited on behalf of participating insurers.

“Brokers have told us how imarket can become an even better trading platform, we have listened and have devised a technological solution to one of the most widely-raised issues,” says Peter Knowles, Strategy and Marketing Director at Polaris.

The new forms will be generated using the groundbreaking software platform edgeConnect, developed by Newbury-based software company edge IPK. These forms will exploit technology known as ‘dynamic questioning’ meaning that only those questions relevant to each insurance product will be presented to users.

The shorter forms will be easier to navigate and, using the latest Web 2.0 technology, will be validated immediately, with messages displayed without the entire webpage being refreshed.

For insurers, these new forms will make it easier and quicker to launch new products as only the imarket front end will have to be configured.

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“This is a perfect example of how portal technology can have a major impact on new business revenue for the insurers, while providing an enhanced user experience for the broker,” adds Mike Williams, edge IPK CEO.

“This contract further demonstrates our commitment to the insurance marketplace and our vision of edgeConnect becoming a standard component for insurers’ online strategy. edge IPK is delighted to be working with imarket as they embrace the best of breed technology.”

The forms, due to be launched early next year, will integrate with the existing IBM imarket platform and will improve the portal’s flexibility to change as it develops and evolves.

**END**

#### **Notes to editors**

- The new imarket forms have been created by developing a Web2 Ajax Front End using edge IPK’s edgeConnect product – an open presentation platform and non-coding environment for the front tier of Service Oriented Architecture (SOA). edgeConnect is easy and flexible to configure and enables automatic screen generation from the schemas, reducing the costs associated with the development of eCommerce websites.
- edge IPK was set up to reduce the complexity of creating web-based applications with the focus on the presentation layer. The company has helped its customers deliver a wide range of front-end business solutions providing accelerated return on investment and with more intrinsic flexibility for change than has traditionally been possible.
- edge IPK has an impressive track record in the insurance Industry, working with blue chip clients such as Zurich, Liverpool Victoria and Towergate.

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- Eight insurers and two underwriting agencies are members of imarket: ACE European Group, Allianz Cornhill, AXA, Groupama, NIG, Norwich Union, Royal & SunAlliance and Zurich, and the two underwriting agencies iPrism and the commercial underwriting agency business managed by PBS Holdings, a member of the Global Primary Group.
- Six software houses are partners of imarket: Acturis, CDL, Insurecom, Open G I, Sirius and Software Solutions Partners.
- 2,450 broking firms are currently registered to use imarket, and this number continues to grow. The portal is free to use for brokers.
- Polaris U.K. Limited is owned by insurers and brokers. Its objective is to make the intermediated marketplace more cost-effective and efficient by providing infrastructural technologies. Polaris supplies industry data standards, both EDI and XML, software to define insurance products (ProductWriter and Run Time Environment) and imarket, the industry portal linking brokers and insurers.
- imarket offers significant advantages for brokers and insurers alike. These include:
  - Time and cost savings: brokers can obtain a wide range of product information, and communicate and trade with all participating insurers from a single point of access. This avoids the need to navigate multiple insurer sites, leads to dramatic time and cost savings, and improves accuracy.
  - Security: all broker requests and insurer responses are handled via a secure email system.
  - Commercial opportunities: insurers benefit by being able to deliver improved levels of service to brokers and by being able to showcase new services and products to a rapidly-expanding UK broker community. Brokers benefit by being able to offer a more prompt and responsive customer service.
  - Convenience: brokers can access imarket from within their existing IT systems.