



CONTACT: Amanda Powell
Marketing Communications Manager
amanda.powell@edgeipk.com
+44 (0) 1635 231 231

Matthew Cross
AxiCom
matthew.cross@axicom.com
+44 (0) 208 392 4079

edge IPK Ensures Flexible Future For Brighter Business

*SMB Insurance Player Selects Innovative Presentation Layer Platform For Web 2.0 Deployment;
Gains Commercial Combined Insurance Solution In Just Three Months*

Newbury, UK – January 2008 – edge IPK, the leaders in SOA presentation layer technology, today announced that Brighter Business, a specialist provider of small business insurance, has selected the edgeConnect open presentation layer platform to launch its brand new, Web 2.0, e-commerce website www.brighterbusiness.co.uk. Integrating the Commercial Combined Insurance, widely acknowledged as the most complex insurance product on the market, edge IPK was able to deliver the solution in just three months, utilising its “zero code” approach. With support for more than 60 trades, 12 types of cover and inherent flexibility in the design, it allows Brighter Business to quickly add further trades to support its future requirements.

The “top-down” design approach that characterises edgeConnect, allowed edge IPK consultants to quickly provide Brighter Business with an early visualisation view point of the website and its underlying features. This industry-leading capability allowed edge IPK to present the actual solution to the Brighter Business management team throughout the design and development process, saving both the time and money often wasted on throw away prototypes and upfront design documentation, avoiding amendments, back-tracking and some times radical changes to the delivered software.

“Launching the Brighter Business e-commerce site was absolutely critical to our plans and this meant creating a complex website in a short space of time without compromising quality or flexibility - edge IPK gave us exactly that and more,” said Robert Bartlett, Founder and Managing Director, Brighter Business. “By using an open platform such as edgeConnect, we can make sure that we won’t have any integration issues further down the line which gives us multiple knock-on benefits: we’re not tied down to any one vendor or partner and our time to market capabilities give us the competitive edge we need in such a busy market place.”

edgeConnect also provides Brighter Business with multiple presentations, for public visitors, call centre staff and affiliate parties. The presentation combines an intuitive AJAX-based website that is simple to navigate, with a fast ratings engine developed by edge IPK itself. This allows 24-hour access and response, ensuring that customers are serviced quickly and efficiently even outside normal working hours. The flexibility within the presentation engine also ensures the Commercial Combined solution is always fully up to date with the latest corporate look and feel, as well as in keeping with guidance provided by underwriters and compliance teams. This approach saves both the time and money often spent implementing change requests with other insurance solution providers that follow a more traditional approach to software development.

“Brighter Business is a fantastic example of what edgeConnect is capable of, showcasing a clean front-end with a multifaceted feature set behind it all. We’re proud to be involved in a project that has been delivered in such a short timeframe and has already begun to demonstrate benefits,” commented Mike Williams, CEO, edge IPK. “In addition to an initial quick time to market, Brighter Business has invested in technology that will bring even more benefits down the line, with unrivalled integration possibilities. Insurance can be a slow moving sector when it comes to new technology adoption, but we’re beginning to see this trend challenged, with the likes of Brighter Business setting the standard.”

edgeConnect allows business analysts to create browser based applications without the need for knowing script languages like Active Server Pages or Java Server Pages. In addition to this the user is shielded from development considerations for online, offline, portal and composite applications.

About edge IPK

edge IPK delivers innovative business process solutions based on Open Presentation Platform (OPP). The company’s mission is to become the leading international provider of OPP, bringing business and IT together.

Through its flagship product, edgeConnect, edge IPK aims to significantly reduce the development time and cost of building front-end applications.

edge IPK accelerates business evolution, by enabling organisations to rapidly develop and manage business applications to support multiple users interfaces and presentations through a single process. The company helps its clients to develop software applications using a ‘write once, publish many times’ model.

The company has extensive experience in financial services, with a blue chip customer base, which includes ABN AMRO, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgeIPK.com

For more information on edge IPK, please contact:

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