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### **LetSense Online Launch Powered by edge IPK**

*Innovative new lettings insurer chooses edgeConnect to deliver intuitive web experience;  
development cycle reduced to a fraction of industry standard*

**Hungerford, UK – 21<sup>st</sup> October, 2008** – edge IPK, the leader in SOA presentation layer technology, today announced that LetSense, residential lettings insurance and tenant referencing provider, has chosen edgeConnect to power its web presence. The technology will play a crucial role in ensuring that visitors to the LetSense website will be presented with an intuitive and dynamic web environment that makes generating and completing quotes a fast and simple process. edge IPK was able to provide a fully operational system to LetSense ahead of deadline and up to two months quicker than proprietary or off-the-shelf, pre-built solutions.

LetSense products are aimed at the residential lettings market. The web-focused nature of the service provider not only puts it in a rare position within the market, but places an unusually heavy emphasis on its customer-facing web presence.

Peter Knowles, whose time with Norwich Union included a secondment to imarket, and who is the co-founder and CEO of LetSense explained: "By making the web our primary channel, we knew that ease-of-use and customer experience must be an absolute priority. Having worked with edge IPK in the past, I was very confident that a system based on edgeConnect could not only meet, but exceed our demands. What we now have is a scalable and flexible architecture that integrates well with our other applications and ensures a level of future-proofing against forthcoming products and sales channels."

A production version of the system incorporating a rent and legal protection product was delivered to LetSense just 10 weeks after project inception. Such quick turnaround times, a trademark attribute of the edgeConnect platform, were achieved by a top-down design process that edge IPK calls Early Visualisation. By incorporating business stakeholders early on in the

development cycle, edge IPK was able to drastically reduce the risk of having to make major, project-delaying changes to the application further down the line. These methods also result in a bespoke application that has been engineered specifically to LetSense's requirements, rather than merely configuration changes to a pre-built solution. The same simple-to-use development will allow LetSense to easily roll out new product lines to the website as their business expands

The edgeConnect platform also provides interconnect capabilities with other 3<sup>rd</sup> party systems in use at LetSense, including tenant credit referencing services, postcode search service and a general ledger application.

"As a new player in the market, LetSense is taking a forward-thinking approach to its web-based sales channel and it's a testament to the edgeConnect platform that Peter and his team have chosen it to power their rich web environment," said Mike Williams, CEO, edge IPK. "New and old insurers alike are increasingly turning to edge IPK to help them effectively present their product portfolios online. edgeConnect is set apart in the industry as one of the only solutions that can take away the complexity related to web-development and satisfy the business-minded influencers within an organisation, not just the IT division."

Launched on 20<sup>th</sup> October, LetSense predicts its site will see rapid adoption in the first year. To see the website up and running, please visit: [www.letsense.co.uk](http://www.letsense.co.uk)

#### **About LetSense**

LetSense is a specialist provider of tenant referencing insurance products and services to protect agents and landlords against the risks associated with the residential lettings market. The company launched on October 20 2008 following extensive market research

LetSense was formed by Peter Knowles, Brian Turney, Alan Holton and Rob Jones

Brian, Peter, Alan and Rob bring together almost a century of expertise in the insurance and lettings industry

LetSense is backed by MMA Insurance plc, a major European insurer and part of the Covea Group

#### **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](http://www.edgeIPK.com)

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