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edge IPK Crosses the Pond with U.S. Insurance Market Launch at IASA

Announcement includes immediate availability of edge IPK's edgeConnect Open Presentation Platform (OPP) for U.S. carriers and brokers

Orlando, FL – June 8, 2009 – From the IASA Annual Conference, edge IPK, a provider of insurance specific Web portal solutions, today announced that it is expanding to the U.S. insurance market with the immediate availability of edgeConnect. Coinciding with the U.S. introduction of edge IPK and edgeConnect, edge IPK has also established its U.S. operation headquartered in Farmington, CT.

A mature offering, first introduced in 2002 with version 4.5 announced earlier in 2009, edgeConnect is an Open Presentation Platform (OPP). The edgeConnect OPP enables carriers and brokers to create, visualize and deploy customized Web Applications that support white labeling, multiple channels and internationalization. These Web applications leverage existing legacy environments providing a cost effective, low risk approach that will meet the demands of a changing market.

With an impressive family of insurance company clients which includes Zurich, Willis, Allianz and Brit Insurance, edgeConnect has consistently proven to deliver cost savings up to 40% on initial application development and deployment with cost savings increasing to up to 85% for subsequent implementations. Through a combination of rapid development and deployment of 'right first time' web and browser enabled front-end applications, edgeConnect provides all stakeholders in the insurance value chain the benefit of quick time to market for products, a solution that provides a single customer view of information from multiple back-end systems, and proven global deployments with internationalization support in over 30 countries.

Anthony Siggers, Global Practice Leader – Commercial Insurance at Willis commented, "We are delighted to be working with edge IPK as we re-define Insurance Noodle - our business model for smaller clients. Following a successful deployment in North America, we will be exploring opportunities to leverage the edgeConnect technology on a group-wide basis."

“Timing couldn’t be better to kick off our U.S. insurance market focus. The maturity and success of our edgeConnect product, our attractive ROI, the challenges of today’s global economy, and the insurance industry’s ongoing need for ways to establish more efficient delivery and service channels while maximizing the value of their existing IT investments created the perfect storm of opportunity for us,” said Mike Williams, edge IPK’s CEO.

Williams continued, “You’ll be hearing a lot more from us over the next few months as we expand our U.S. market presence and share the success stories of our U.S. clients.”

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Notes to editors:-

About edgeConnect

edgeConnect is an Open Presentation Platform (OPP) which provides a software suite of intuitive tools which enable business users to visualize, document, deploy and maintain web applications and extend existing legacy investments to the web. edgeConnect allows users to easily define front end interfaces without the need for traditional complex front end application development. By eliminating the need for code development, edgeConnect enables the deployment of sophisticated web applications in a fraction of the time and at a fraction of the cost of traditional methods.

edgeConnect utilizes a unique Early Visualisation approach (EVA) approach which allows users to ‘live the experience’ at the start of the project.

In addition, edgeConnect supports rapid development, high performance, security and open standards as well as multilingual and multicurrency needs for a global business and enterprise IT.

About edge IPK

Founded in 2001, edge IPK is a provider of insurance specific Web portal solutions to enable carriers to rapidly build business applications that deliver the highest quality user views and experience. Offering an attractive six month Return on Investment (ROI), edge IPK’s edgeConnect solution enables carriers and brokers to easily and quickly develop and deploy front end user applications for a wide-range of users, including agency, consumer, call center and mobile. Whether managing multiple product portfolios, working through the challenges of inherited technologies resulting from mergers and acquisitions, or just looking to enhance the customer experience, edge IPK clients, including Zurich and Allianz, leverage the edgeConnect solution to more effectively operate and compete in today’s global environment. Headquartered in the UK, edge IPK also has offices in the US and Netherlands. Further information can be found at www.edgeIPK.com