

Customer story: Premierline Direct

Innovative Business Model Requires Innovative Software With Scalability



Profile:

Launched in January 2002 as the UK's first direct insurer focused solely on business insurance, Premierline Direct is the most advanced direct commercial insurance operator in the UK.

A subsidiary of the Allianz Group – Premierline Direct offers a range of bespoke package products to a wide range of sectors, such as shop, pub, restaurant and office insurance. Innovation across all areas of the business has been crucial to the company's success.

www.premierlinedirect.co.uk

"We're a successful business, and that success has been completely built on the success of the TIA Solution - We wouldn't be where we are today without it."

- IST Manager Dave Ebbitt, Premierline Direct

TIA solution implemented from the beginning

As a company set up from scratch, the senior management team knew they required an innovative software solution which they could use to drive forward future growth and expansion. Many of TIA's customers switch from old systems to TIA, but TIA is also fully compatible with brand new insurance companies starting up from scratch.

"Obviously we had to be sure that we secured the right solution for the growth of our new venture. After undertaking a rigorous tender process, the TIA Solution once again hit the mark and we decided to implement it from the outset. It fitted our business requirements and was the most cost effective solution in the long run.

The TIA Solution has supported us in our bid to become the UK's first commercial insurer with a business model based upon direct business insurance," says IST Manager Dave Ebbitt.

TIA core functionality

"We needed to examine IT solutions for the business we were creating. A few of the original founders of the business had previously worked at AXA insurance in the 1990s and had implemented the TIA Solution. Therefore, they knew of its benefits and the positive effect it could have on our business."



Customer story: Premierline Direct

"After undertaking a rigorous tender process, the TIA Solution once again hit the mark and we decided to implement it from the outset. It fitted our business requirements and was the most cost effective solution in the long run."

- IST Manager Dave Ebbitt

Innovation is key

The success of Premierline Direct is built upon a very innovative business model, requiring customer-focused, innovative software with scalability.

"We are the first commercial company in the UK to take a business model based upon direct insurance and use it for SME insurance," says Dave. "The model is based upon using the economies of scale of a call centre base with automated claims processing, so the technology underpinning the system is absolutely crucial – it has to work."

Dave Ebbitt believes that technology is paramount to the success of the industry.

"Direct insurance only exists as a result of the IT solutions which support it. Premierline has 110 users across one inbound call centre, spread over customer servicing, accounting and marketing. We have also introduced a quote and buy facility, and deployed the TIA Solution for online quotation and policy purchase. Our business model is only as good as the technology that supports it."

Functionality to support a range of products

Premierline provides a wide range of products to a large number of sectors including retailers, pubs, restaurants, offices, contractors, hotels, manufacturers, wholesalers, property owners, and motor traders.

The business requires a fully scalable software solution which has the ability to administrate a large range of complex insurance products.

The TIA Solution supports Premierline's innovative business model and allows it to achieve exponential customer growth.



Head office

TIA Technology A/S
Bredevej 2
DK-2830 Virum
Denmark
Phone: +45 7022 7620
Fax: +45 7022 7621

tia@tia.dk
www.tiatechnology.com

Regional offices

United Kingdom:
+44 (0)20 3102 4355

Germany:
+49 711 222 54 490

Lithuania:
+ 370 5 205 2467