

# Norwegian InsurTech company launches with Tia Technology

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**With a unique business model and value proposition, Yetz is set to launch in Norway in July. Tia's flexible set-up and fast time-to-market will make it happen.**

Founded 1 ½ years ago in Hølen, Norway, Yetz is on a mission to create a smooth, simple digital journey for insurance consumers. Focused on meeting all the needs of insurance consumers from auto and home to health, Yetz also has a recommendation program in place. Customers receive rewards for recommending Yetz, bringing down the price of their insurance. The company chose Tia Technology as its core software partner and will use Tia as a Service.

#### **Time-to-market is critical for Yetz**

Yetz surveyed the market to find the technology solution that suits their needs. With a very short production schedule, they needed to find a solid solution at a fair price that could get them ready for launch in just a few weeks' time.

#### **A flexible, innovative mindset**

Yetz values the flexibility that Tia brought to the project, both in terms of implementation and innovation. "We have a very unique business model which requires an innovative mindset from our technology partner," says Iversen. "Tia has brought ideas to the table that support getting our business off the ground in the best possible way. It's really important that companies like Tia have this 'startup' mindset – and we were happy we could take advantage of it."

#### **Expansion beyond Norway**

Once Yetz's business model is validated in Norway, the company plans to scale internationally. Yetz will be using Tia as a Service (TiaaaS), which includes maintenance, upgrades, access to highly skilled Tia and third-party resources, and will allow the company to scale efficiently. "We needed a partner who could manage a quick launch into other countries," says Yetz CEO Øyvind Håheim Bergesen. "The TiaaaS is open and scalable by design and cloud-based, so it optimises this process. As Tia already has customers across Europe, we felt confident in Tia's expertise in this area."

Tia CEO Christian Kromann says:

*– We are delighted to be part of the Yetz journey and we look forward to working closely with them and using their input in further developing the TiaaaS solution.*

*End of press release*

For interviews or more information, please contact:

**Maria Liw**, [mli@tiatechnology.com](mailto:mli@tiatechnology.com),  
+ 46 70 258 3434

Yetz is a new digital distribution platform for products such as power, insurance, and telecoms. The company offers its customers recurring income from a personalised affiliate link; this gives the customers strong incentive to share and recommend our products and services with their friends. Yetz utilises the newest available technology to accommodate quick time-to-market and to make a user-friendly and secure experience. Visit <http://www.yetz.no/>

Tia Technology provides an open and flexible software platform to insurers all over the world. With over 20 years of experience and more than 65 customers globally, Tia has deep insight into insurance business processes. Offering the full scope of expert implementation, application management and hosting services, we deploy our expertise to help insurers execute their digital and business strategies and stay competitive. Visit [www.tiatechnology.com](http://www.tiatechnology.com)