



## ***Gateway is well overdue, says provider***

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Software solutions provider Eurobase International has launched an ecommerce gateway designed to improve connectivity between brokers and insurers.

Synergy Connect will allow insurance underwriting services and insurers to connect to third-party systems, which will include brokers, underwriters, business partners and electronic trading platforms. Maryann Fitzgerald, sales director at Eurobase Insurance Solutions, said: "There are tremendous opportunities for organisations in the insurance market to generate significant revenue via electronic messaging. I feel that a highly flexible and economically attractive e-commerce gateway for the industry is well overdue."

Eurobase also provides software solutions for the banking sector, and Carl Martin, group technology officer at Eurobase Banking Solutions, suggested that the insurance market had a lot to learn from the banking sector. He said: "Banks are using technology as a revenue generator, whereas insurance companies tend to use it for data capture and retrieval. The banking sector recognised the potential for connectivity and revenue generating opportunities a long time ago, while the insurance market has only just begun to catch on - particularly in the personal lines sector. "Synergy Connect provides the technology to interface to third-party systems, as well as the logic to aid automatic business capture.

In addition, for cases where the business rules cannot be satisfied, the gateway provides the ability to invoke user intervention. This means brokers, underwriters and business partners can interact with customers and their insurer, even when connected through electronic trading platforms. "Banks use this approach to leverage many markets; not all 'special risks' require human intervention - this should only happen once the risk has fallen outside the criteria," Mr Martin said. "By incorporating this 'dealer intervention' strategy, insurers will be able to distribute their business and make effective decisions, without having to devote too much time to analysing risks, which would mean that brokers could place a risk quicker." He added: "There is a huge cross-over in terms of maximising technology solutions between banks and insurance companies, which needs to be utilised more."

**- Ends -**

**Note to editors:**

Eurobase Insurance Solutions is a division of the Eurobase International Group, which is a global software and services group. The group operates across a broad range of markets including financial services, insurance, reinsurance, IT consultancy, technical services and recruitment. Established in 1988, Eurobase's nearly 300 employees and contractors support clients throughout the world. Clients include market leaders such as WestLB, Standard Chartered Bank, Hannover Re Group, Hiscox, Dow Chemical Company and LogicaCMG. Eurobase prides itself on the strength of its partnerships with leading technology providers such as PwC, IBM, Oracle, Microsoft and Hewlett Packard. For more information, visit <http://www.eurobase-international.com>.

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