

## What you need to know

### **INSTANDA: The technophobe's friend**

*At INSTANDA the business user is king. The platform takes away the need to engage with the 'techies'. Users can build, test, deploy and manage insurance products and channels without the need for technical or coding skills. Business users can design and build products across all product lines and deploy across all channels with flexibility of differential rating and pricing. Even the traditionally technology-only territories of D2C websites and APIS can be performed by business users through a combination of automation and drag and drop interfaces. Finally, this combined with the scalable cloud-based platform, multi-currency, multi-lingual and tax-regime means global deployment is just a button-click away.*

*In INSTANDA's opinion, Google and Apple don't require you to have a degree in computer science to get access to leading technology, so why should policy administration be any different?*

## Company Overview

Company Name	Instanda (F2X Innovation & Technology Ltd)
Year Founded	2012
HQ Location	London
Number of Clients & Locations	The INSTANDA platform has double digit clients, in the UK, Republic of Ireland Canada, Australia and the USA
CEO and favourite pastime	Tim Hardcastle, Fast motorbikes, cars and skiing

## Platform Overview

Platform Name	INSTANDA
Product Lines supported	<p>INSTANDA is designed to be fully product-agnostic. The product lines on-boarded to date have included:</p> <ul style="list-style-type: none"> <li>• Personal lines e.g home, MNW and HNW, critical illness cover, specialist accident and loss e.g. golf equipment.</li> <li>• Commercial lines e.g. full commercial combined for motor trade, EL/PL PI for small tradesmen, material damage cover, global marine.</li> </ul>
Value chain focus e.g. MGA, Broker, Agents, Carriers etc.	Primarily carriers and their agents, producing brokers, and MGAs. Focus on organisations with access and authority to set and change rates.
Core functionality	<ul style="list-style-type: none"> <li>• End-to-end functionality covering the whole value-chain: quote to bind, referrals and endorsements, MTA, FNOL and renewals.</li> <li>• Design and build any insurance product and deliver through any channel, with differentiated pricing by channel.</li> </ul> <p>Key components:</p> <ul style="list-style-type: none"> <li>• <i>Product build tools</i>: question builder, rating engine, underwriting rules, document template builder, screen builder and screen-flow.</li> <li>• <i>Report / bordereaux builder</i>.</li> <li>• <i>Website builder</i>: B2B and D2C websites and white labelling.</li> <li>• <i>Pre-integrated interfaces</i> e.g. address lookup, sanctions, salesforce, credit /debit card.</li> </ul>
Tech stack	<p>Architecture</p> <ul style="list-style-type: none"> <li>• SaaS-based software built on Microsoft's Azure platform, .NET 4.5, Asp.NET MVC 4, JQuery 1.11, Bootstrap 3.</li> <li>• Dynamic API creation.</li> <li>• Multi-tenant, single code base. No customisation.</li> <li>• IPaaS integration using Swagger (JSON only initially).</li> <li>• ISO27001 compliant.</li> </ul>

## Question Builder

Risk information is collected online, whether from a broker or from a member of the public, though a standard question set that's defined per product. These are completely flexible. The questions can be set up easily by a configurator

What the configurator sees in INSTANDA when building a question set

What the end user sees when buying cover

## Rating Engine

A	B	C
1		
2	<b>Profession</b>	<b>ProfessionRating</b>
3	IT/Computer Contractors	1.31
4	Engineering Contractors	1.34
5	Interim Managers	1.85
6	Management Consultants	1.24
7	New Media & Creative Consultants	
8	Construction Contractors	
9	Social Workers	1.25
10	Finance Professionals (excluding Actuaries)	1.39
11	Legal Professionals	1.42
12	Forensic Practitioners & Experts	1.06
13	Photographers	1.16
14	NRAC Members	1.36
15	Training	1.78

What the configurator sees in INSTANDA when building a question set

Profession	ProfessionRating
IT/Computer Contractors	1.09
Engineering Contractors	1.19
Interim Managers	1.11
Management Consultants	1.91
New Media & Creative Consultants	1.38
Construction Contractors	1.86
Social Workers	1.17
Finance Professionals (excluding Actuaries)	1.86
Legal Professionals	1.23
Forensic Practitioners & Experts	1.5
Photographers	1.82
NRAC Members	1.2
Training	1.81

What the end user sees when buying cover

## Web Builder

Intuitive business interface to enable simple customer and admin facing website design.

Below: what the end user sees when purchasing cover

Above: what the configurator sees when building the quote screen in INSTANDA