

CASE STUDY

Coversure Insurance Services

Centralizes Data Management and Powers Five-fold Business Expansion

Industry

Insurance

Challenge

The company needed to provide a centrally managed IT system to support nearly one hundred separate franchise businesses, each with its own distinct customer base.

Results

- Centralized data management, relieving users from operational burdens
- Easy, real-time access to critical business information
- Support for five-fold business expansion

Products

- Rocket® D3 DBMS

Application

- Database Management

Company

Coversure Insurance Services is a group of independent insurance intermediaries throughout the United Kingdom that generates £100 million in annual sales. A local franchise holder manages and owns each of its more than 90 branch offices. The company delivers sales development, compliance, accounting, and IT services to the franchises. Since its founding more than 30 years ago, Coversure has grown rapidly while maintaining its commitment to provide high-quality, good-value insurance to UK residents across the country.

Challenge

The insurance company needed to provide a centrally managed IT system to support the requirements of approximately one hundred separate businesses. Every franchise had its own distinct customer base and had to be able to operate independently to best serve its clientele. Franchise owners needed to focus on its customers rather than becoming distracted by the technical intricacies of maintaining accurate, secure data and upgrading computer systems to keep pace with business demands.

A key requirement for the new system was the need for consolidation of the insurers' information so that it would be readily accessible to management. Because the company was also expanding at a significant rate, its ideal system would have to scale to keep pace with business growth, and adapt quickly to changing parameters and market conditions.

Solution

After evaluating several solutions, Coversure selected the Rocket® D3 Database Management System (DBMS) as its primary application platform. Rocket D3 DBMS offered the feature-rich, flexible, and reliable database environment the company needed—with the added benefit of low cost of ownership. The insurance company also selected the Rocket FlashConnect connectivity component to provide alternate access methods to the D3 database from the internet.



Results

The centralized solution that Coversure deployed using Rocket D3 DBMS enabled the individual franchisees to customize their customer service. Just as important, the solution reduced the day-to-day burden of data management. "The system we designed allowed us to provide facilities management to the franchise holders, eliminating all the anxiety associated with running local computer systems," explained Martin Taylor, IT Director for Coversure. "Users do not need to think about operational aspects like data backup, nor do they need to consider the need for software or hardware updates. Instead they can focus on helping their customers."

Coversure developed specialized software for the insurance industry including a fully integrated set of applications, such as quotation provision, client administration, back-office accounting, electronic data interchange, and information management. Coversure integrated third-party products such as Microsoft Word into the applications, along with access to external databases such as the UK Driver and Vehicle Licensing Agency.

With Rocket D3 DBMS, Coversure duplicated data structures on a single system, enabling multiple franchises to operate as separate businesses—while also consolidating data to give management what it needed. "Management has easy and real-time access to business information," Taylor noted. Overall, the solution resulted in a sophisticated, adaptable, and low-cost environment.

"Rocket D3 DBMS is the engine of our business," Taylor stated, "Rocket D3 powers everything that we have done for the last 16 years and has been instrumental in a five-fold expansion of our business to support almost 400 users today. The scalability of the D3 DBMS is key to our planned future growth of 20 percent over the next three years."

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Martin Taylor
IT Director
Coversure Insurance Services

-  rocketsoftware.com
-  info@rocketsoftware.com
-  twitter.com/rocket
-  www.youtube.com/rocketsource
-  www.linkedin.com/company/rocket-software
-  www.facebook.com/RocketSoftwareInc
-  blog.rocketsoftware.com

