



An Introduction to insight eCommerce

Background

In difficult economic conditions, both product manufacturers and distributors alike are looking for ways to streamline their business processes to improve service and reduce cost inefficiencies - many see eCommerce at the heart of this re-engineering revolution. Accordingly, we have seen the adoption of eCommerce increase significantly, with many businesses already making e-operating of their whole business practice a core strategy as they prepare for the RDR implications.

Redland has created their **insight** eCommerce solution in response to demand from manufacturers wanting to deliver their products to distributors electronically and so driving speed of access, along with cost and process benefits.

The insight eCommerce suite

The **insight** eCommerce solution provides the core infrastructure to power an insurance company's extranet. Built on **insight** technology, it is quick to configure the required functionality, which is then cost effective to maintain.

Core functionality includes:

- Case management
- Quotation and application support
- Third party integrations to provide adviser tools
- Agency / Commission Support
- Pipeline tracking
- Valuations

At the heart of the **insight** eCommerce solution is the Case Manager; which shows the user a clear list of the cases that they have in progress and have completed. A case is seen by the system as a collection of activities within a single sales cycle and can include multiple products, illustrations and new business applications. All workflow and processes are driven from this central function and enables the user to pause a case during a particular process, progress an existing case, access case history or simply start a one.

insight eCommerce is designed to support multiple channels to market including direct access by IFAs, call centres, portals, aggregators and branches. Different functionality can be provided to the different channels along with relevant branding and styles, all fundamentally driven from the same underlying, technology platform.

The advantages of **insight** eCommerce include:

- Proven solution
- Low cost of ownership
- Speed of deployment and benefit realisation
- Ease of Integration
- Origo Standards based
- Integrated with leading 3rd parties
- Highly performant and responsive