

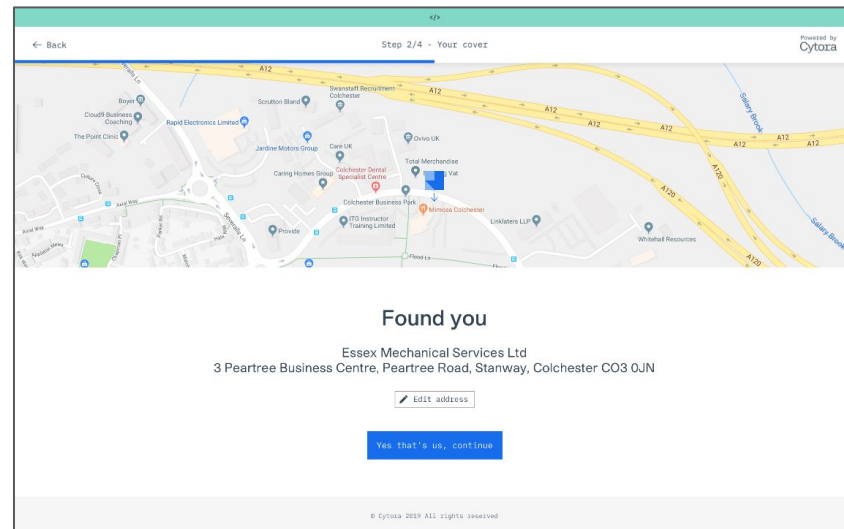
# Global Insurer uses Cytora to build a direct-to-SME quotation platform

## Customer Challenge

A Global Insurer approached Cytora wanting to launch a new platform for business owners buying SME insurance online. With no previous underwriting history in the UK, the company needed a solution that would enable them to launch and grow premium in a new geography.

## Products

Select API



## Line of Business

SME (Property and Casualty) focused on professional services with <20 employees

## Users

Business owners buying SME insurance online

## Business Objectives

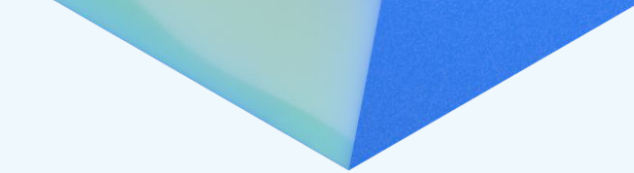
- Grow premium in a new geography with no previous underwriting history

## Use Case

Use Cytora APIs to build an SME quote platform that allows business owner customers to easily buy insurance direct

## Results

- Direct SME platform launched in 180 days
- Business owners can buy insurance direct in 60 seconds
- Zero referral rate



# Powering the Future of Commercial Insurance

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Cytora transforms underwriting for commercial insurance. We enable insurers to underwrite more accurately, reduce frictional costs, and deliver fairer prices to their customers.

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