

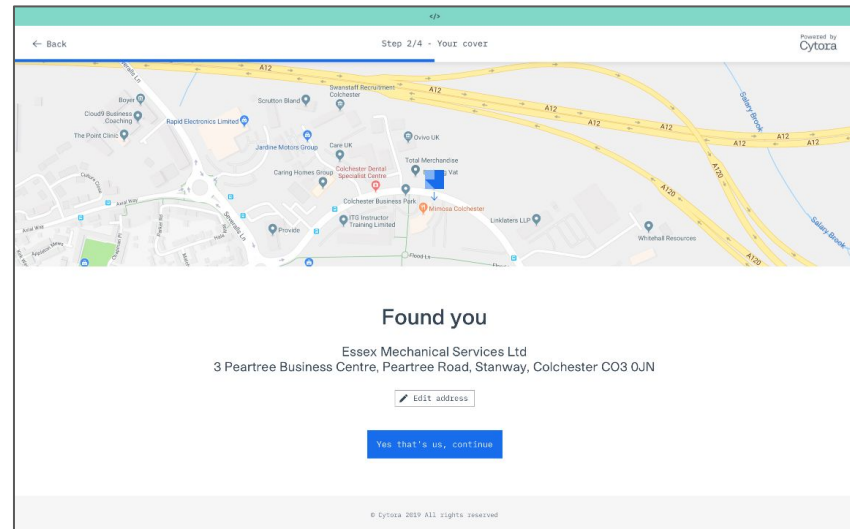
# Global Insurer uses the Cytora Platform to build a direct-to-SME quotation platform

## 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

Search API, Risk API, Pricing API, Policy 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

Combine 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. Our platform enables insurers to underwrite more accurately, reduce frictional costs, and achieve profitable growth.

+44 (0)20 3880 9169  
Registered no. 08229538  
[cytora.com](https://cytora.com)  
[info@cytora.com](mailto:info@cytora.com)

Cytora

