

# Global Insurer uses Cytora to build a automated direct-to-consumer 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.

## Cytora Products

Addresses API, Property API, Risk 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:

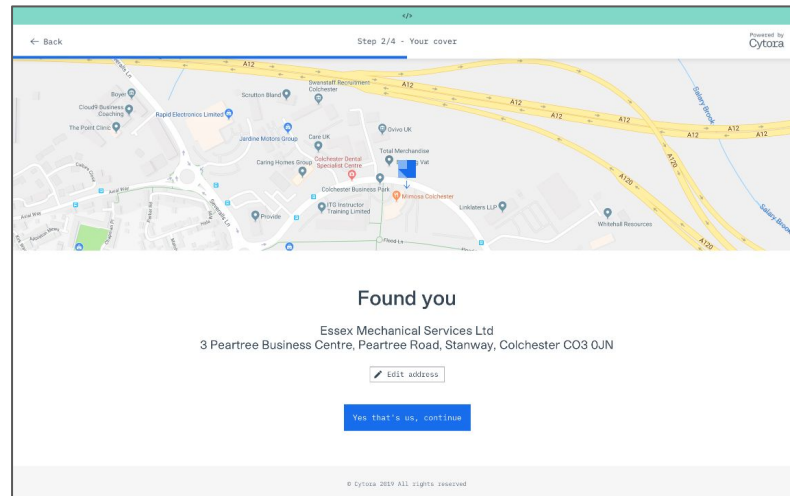
### Automated Underwriting D2C

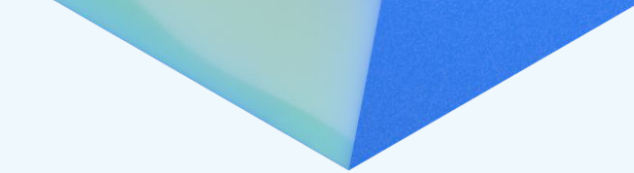
Use Cytora APIs to build an SME quote platform that allows business owner customers to easily buy insurance direct

## Results

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

[>>Click here for demo<<](#)





# 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.

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