



**WELCOME TO THE ONLY  
BORN-IN-THE-CLOUD,  
DATA-DRIVEN INSURANCE  
MANAGEMENT PLATFORM  
DESIGNED TO HELP  
YOU GROW**



### Novidea helps insurance brokers, MGAs, carriers and coverholders

Novidea's platform provides a 360-degree view of the client, market and internal stakeholders, enabling full integration between front-, middle- and back office for customer onboarding, placement, post placement, claims and accounting and settlement. This minimises re-keying and allows data to seamlessly pass through the business improving efficiency and the client's experience.



### Managing placement

The platform allows you to place risks seamlessly across multiple markets, binders and facilities as well as understanding which trading partner relationships offer the best opportunity to meet your revenue goals. Novidea's middle office allows you to manage fees, premium terms, cover levels and capture valuable information for future renewals such as declinations reasons. Automation of LPANs and London Market integration with Lloyd's messaging and e-Trading platforms like PPL, allows seamless risk placement.



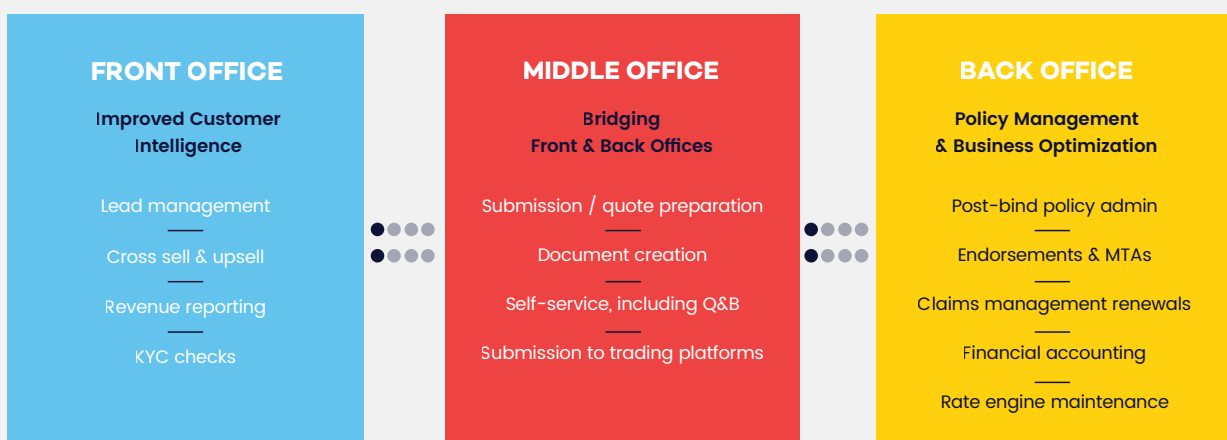
### A platform designed for sales and service

Built on Salesforce, Novidea's front office for insurance is where you win and retain customers, with targeted marketing, sales pipeline management, and enhanced customer service, right out of the box.



### Insurance business optimisation

In the back office, all data is reused in the Novidea platform allowing automated document creation. The entire lifecycle of the policy can be managed including endorsements, MTAs, renewals and claims, as well as IBA financial accounting and reporting. A single client file improves visibility for your customers and our customers and reduces rework and queries.



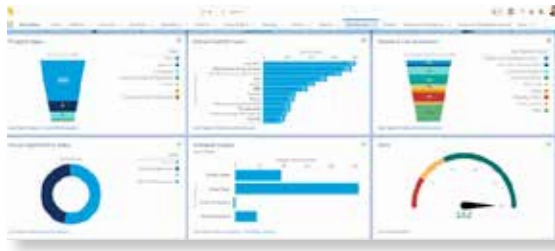
**DATA ANALYTICS**  
360° View Of Your Insurance Portfolio

In-built reporting tool

Drill-down dashboards

Automated customer intelligence insights

# THE INSURANCE MANAGEMENT PLATFORM FOR GROWTH



## Delivering value to your business

Novidea revolutionises and manages your clients' insurance journey, end-to-end, and drives growth across the entire insurance lifecycle. Novidea is born-in-the cloud and data driven, providing intelligent insights to support your smart business decisions.



## Digital transformation

By streamlining business workflows and driving operational efficiencies through automation, we bring enhanced value to every phase of your customer's journey. You can leverage automation and process workflows for referrals, peer reviews, approval of authority limits and more.



## Data-driven growth

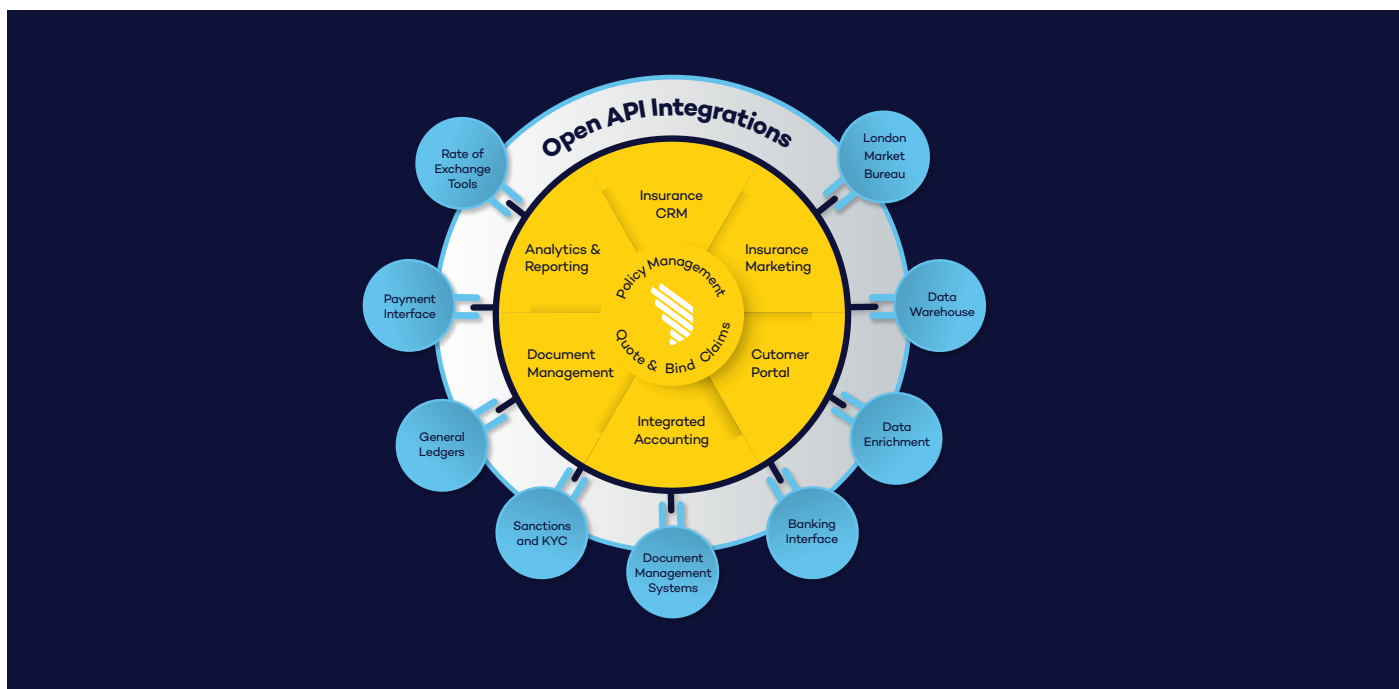
You'll have real-time visibility of the entire client relationship and journey. By bringing your customer data out of silos and into one place, it's easy to extract actionable insights that empower colleagues across your business, and maximise efficiencies across multiple processes.

Novidea's analytical tools enable you to leverage key information to provide value to your clients and speed-up decision making. This allows you to benchmark and make informed decisions to increase productivity and profitability. A truly open API framework manages all of your data into one place so that you can tailor your business to be more customer-focused and adaptable to market conditions.



## Customer centricity

Novidea's self-service portal solution gives your clients secure access to insurance portfolios. With full 'quote & bind', self-service, claims management and direct communication with your customers' capabilities, you'll reduce agent workload and costs while creating new business opportunities.



## ALWAYS CONNECTED - WHEREVER YOU ARE

With a fully cloud-based platform, your teams can securely access all the information they need. This includes all customer and policy data, contacts, files, analytics tools and more, keeping you agile and connected and leading to better-informed decisions.



## KEEP YOUR DATA SAFE

Built using Salesforce's Big Technology, Novidea protects your data with one of the best security systems on the planet. You will benefit from comprehensive global compliance and security measures, including for SOC2, with sophisticated data breach protection via two-factor authentications and inactivity time-outs.

## OVER DELIVER WITH NO OVERHEADS

Our cloud-based technology frees you from IT overheads, such as on-site hardware and maintenance costs. What's more, you automatically benefit from any platform updates. The result is a platform that evolves to keep you at the forefront of insurance tech so that you can focus on supporting your clients and driving growth.

Novidea supports more than 100 customers, including brokers, MGAs, coverholders and the London Market, managing tens of millions of policies across 22 countries worldwide.

## Leading Brokers Demonstrate Measurable Results

**+40%**

Cross-Sell

**+30%**

Renewals

**+75%**

Faster Broker  
Onboarding

**+63%**

Policy Sales

**+60%**

Back Office  
Efficiency

**+24%**

Claims  
Capacity