



ICE InsureTech and the AA Press Release - Released 10th October 2019

The AA implements the ICE Insurance Suite from ICE InsureTech

National insurance and roadside assistance company, the AA, has appointed ICE InsureTech to provide their insurance software platform to enable and enhance their future operations and growth.

Deloitte, specialist Insurance consultancy, was brought into research the industry's market leaders and advise a reliable and innovative Insurance solution. The AA required an insurance software platform for their insurer business that would enable them to:

- Deliver improved speed to market
- Improve their automation, processes and efficiencies
- Have the ability to configure complex processes
- Allow them to be more reactive and proactive

The ICE Insurance Suite provided by ICE InsureTech was recommended and duly selected as their insurance software platform provider.

Both the AA and the ICE teams have been working closely on the implementation of the ICE Insurance Suite into the AA's insurer business. The implementation included the deployment of a significant number of integrations including additional industry interfaces, expanding ICE's enterprise integration set and product offering.

Andrew Passfield, CEO, ICE InsureTech, said "The ICE Insurance Suite will provide the AA with the future proofing they need to take their business objectives forward. They can now rely on a stable and sophisticated platform that will significantly improve their business operations."

Craig Staniland, Executive Chairman, AA Underwriting Insurance Company Limited, said "The introduction of the ICE Insurance Platform will help facilitate a smoother end-to-end experience for our customers, deliver operational efficiencies and reduce claims costs for our Insurance business."

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Notes to editors

About ICE InsureTech:

ICE InsureTech, part of the Acturis Group, is a market leading specialist software provider to insurers, MGAs, claims administrators and accident management companies. The ICE products are enterprise-grade modular software solutions for the management and processing of insurance claims, policies, billing and rating, with integrated analytics – comprising ICE Claims, ICE Policy, ICE Billing, ICE Rating, ICE Analytics and ICE Digital. It is a complete end to end solution that can be implemented in very short timescales – delivering immediate benefits to your business. The ICE solution is fully IoT enabled, covering all lines of business, including connected car/telematics and connected property, across both personal and commercial insurance. For more information, please visit www.iceinsuretech.com Follow us on twitter @ICEInsureTech

The AA

The AA is the UK's leading provider of roadside assistance through personal membership and business partnerships. Their Roadside division includes many other services, which enrich membership, including driving lessons and training within the Driving Services division and such services as AA Cars.

The AA's insurance broker focuses primarily on motor and home policies, operating a diverse panel of underwriters including their in-house underwriter. The AA Insurance division includes Financial Services partnership with the Bank of Ireland on a range of financial services products including, savings, loans and mortgages.

For more information, please visit <https://www.theaa.com/>