



Cover-More uncovers cost savings with IC Consulting

IC Consulting created a web portal solution to improve the way Cover-More interacts with travel agents selling their products. The solution reduced costs from \$15 to under a 1¢ per transaction and reduced new product release cycles from 1 year to under a month, delivering significant savings.

B2B as it's meant to be

Cover-More travel insurance wanted to use technology to reduce their prohibitive transaction costs when supplying travel insurance through Flight Centres around the country. With the current system dependent upon an intermediate party, transaction fees were costing the company \$15 per transaction and new products took a year to roll out.

Cover-More engaged IC Consulting with a solution already in mind, but IC Consulting quickly saw the potential for advanced web technology to reduce Cover-More's costs even further.

IC Consulting proposed a web-based business-to-business system that bypassed the intermediary and connected Cover-More directly with Flight Centre offices. Websphere was chosen as the best infrastructure and web services were used to directly connect the two businesses, bypassing the intermediary.

IC Consulting implemented a robust 3-tier model-view-controller architecture to ensure separation of business logic from presentation and data storage. A dual-site clustered Websphere implementation, running over a virtual private network, ensured high availability and business continuity.

1500% reduction in transaction costs

The benefits IC achieved for Cover-More were broader and deeper than expected. They include:

- reduced costs from \$15 per transaction to less than 1¢ per transaction
- reduced product release cycles from a stifling 12 months to less than 1 month
- the ability to easily extend the solution to other locations such as the UK and South Africa
- the capacity to generate revenue from affiliate involvement.

Critical to the success of this project was IC Consulting's involvement at the strategy phase and a focus on achievable and immediate business benefits.

IC Consulting's consistent use of best practice methodologies and current standards was also instrumental.

If you'd like to know more about how IC Consulting can help you reduce your operational costs, contact:

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