FINALIST 2014
B2B AWARDS

xuber®
INSURANCE SOFTWARE

Xchanging Technology

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Category name: Best B2B product launch campaign

Programme/initiative name: Xuber4London

Brand: Xuber

URL or microsite: xuber.com

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xuber INSURANCE SOFTWARE

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Summary

The London insurance market is a unique and exceptional trading forum that handles over £26 billion worth of the world's risk.

Known for handling the exception – covering distinctly unusual risk such as Tina Turner's legs and Ken Dodd's teeth – the London market is highly complex, has global reach and changes constantly.

Many of the insurance and reinsurance companies in the London market (the 'Square Mile') have entrenched competitor legacy systems that are hard-coded and inflexible. A common barrier to international reach. Xuber identified a burning platform to address this and created a tailored solution for the London market that offered capabilities across both local and global markets.

Xuber needed to let insurers and reinsurers know that they could achieve more using Xuber4London. After working closely with its product strategy teams and technical architects to fully understand its differentiators, Xuber set about a product launch to an audience of hard to reach, risk-adverse C-Level insurance decision makers.

A clear evening on the 29th floor of the Millbank Tower provided a stunning backdrop for an event that attracted 120 C-Level executives to the launch of Xuber4London.



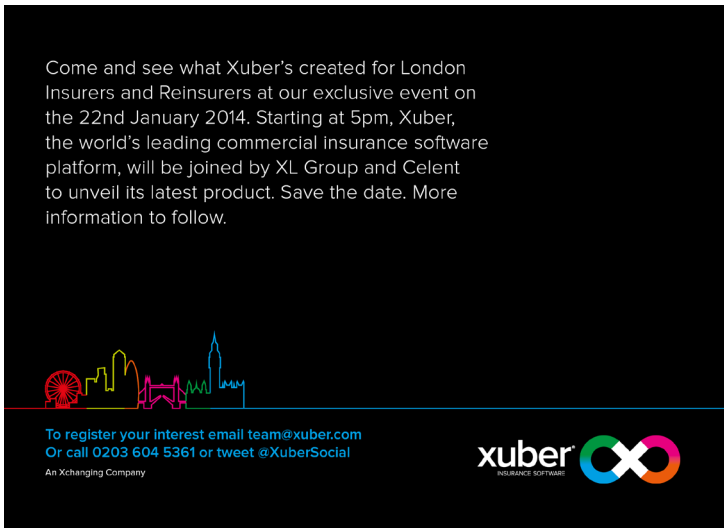
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About Xuber

For over 30 years and as part of the Xchanging Group, Xuber has been providing commercial insurance software solutions to more than 130 brokers, insurers, reinsurers, managing general agents and carriers in over 40 countries.

In a market where global expansion and regulatory change is prevalent, Xuber differentiates itself through its open and configurable software platform that is delivered as a componentised solution or an end-to-end system supporting customers throughout the insurance lifecycle.





Inital placeholder

Strategy

No longer operating as an island, the rest of the world looks to the London insurance market to insure large complex commercial risks because of its expertise in this area.

However, many of the insurance and reinsurance companies in the London market (the ‘Square Mile’) have entrenched competitor legacy systems that are hard-coded, monolithic and inflexible. A common barrier to international reach.

Xuber identified a burning platform for change and created a tailored solution for the London market – Xuber4London.





Direct Mail

Challenges

Influencing a risk and change adverse audience
Unlike personal insurance firms that readily adapt their IT infrastructures to reflect consumer demand, commercial insurance businesses are naturally adverse to risk.

Delivering a return on investment
With an investment of over £25M in technology and a big marketing push in 2012/2013, Xuber has a very ambitious revenue target of over £x for 2015. The product launch of Xuber4London needed to generate opportunities, fast.

The Need
Following a highly successful launch 'Stirring the City' in 2013, Xuber had forged a strong relationship with senior executives in the London market. Xuber needed to create an exceptional event for those that handle the exception - an event which drove the compelling benefits of migrating to a solution designed specifically for London.



Collateral

Objectives

With a typical 12 month sales cycle, Xuber needed to secure some strong opportunities in the 1st quarter of 2014.

Quantitative Objectives

- These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



Venue mock-up

The Target Audience

The campaign was targeted at hard to reach C-Level insurance professionals (CIOs, CTOs, COOs) – with both customers and prospects in London's Square Mile.

Influencers, analysts and journalists.



Event: branded auditorium

Media, Channels or Techniques Used

Creating Xuber4London

Xuber tapped into the knowledge of its product strategy team and technical architects to fully understand the differentiators which were fed into the launch collateral, videos and messaging:

The London Market Needs...	Xuber4London...
To manage the risk and cost of e-commerce initiatives and regulatory change	Accommodates change with ease through an open and configurable platform unlike hard coded alternatives
To facilitate face to face trading – a tradition that goes back nearly 150 years	Xuber4London optimises face to face trading through highly configurable and intuitive interfaces
To handle complex risk across multiple countries	Xuber4London handles multi-currency and third parties across multiple lines of business, and offers insurers a global view of operations



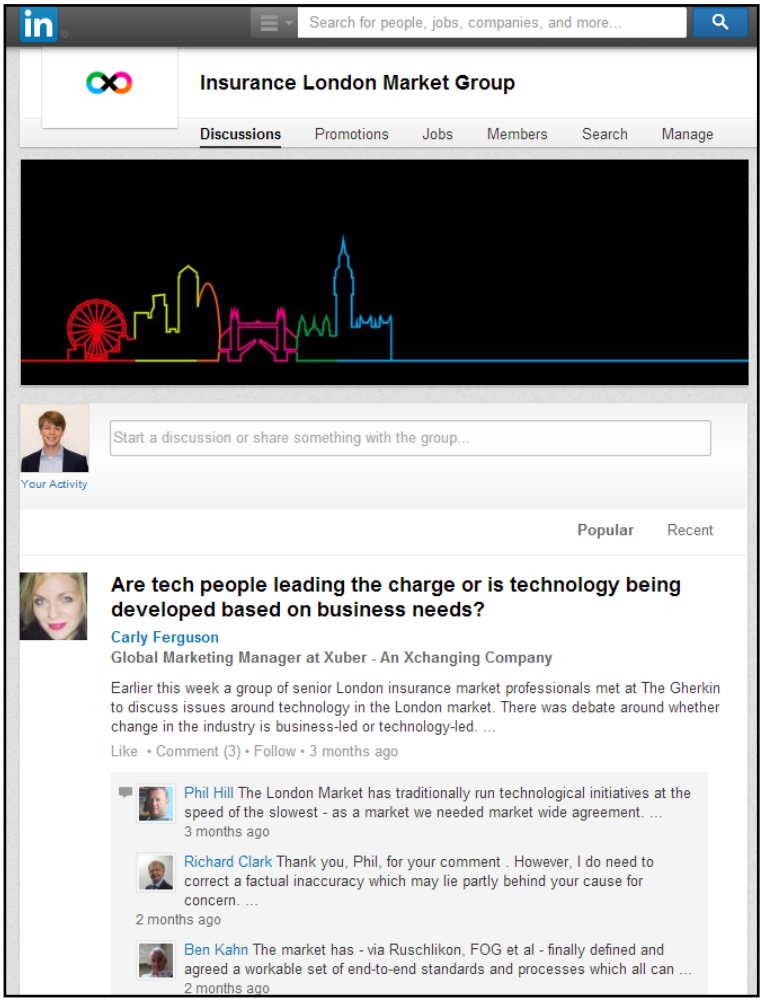
Event: branded drinks reception

The London Creative

With its messaging firmly in place, Xuber4London needed an exceptional launch platform, and what better backdrop than London itself.

The London skyline was combined with Xuber's distinctive colour palate to produce a simple yet highly impactful creative that was used across all elements of the Xuber4London campaign - from pre-event marketing, through to the stage, the presentations, the collateral and the music played on the night.

Reaching the unreachable
The Xuber4London marketing campaign leveraged both Xuber's sales executives and senior management to engage with the invitees on a personal level – the London market is a face-to- face market after all.



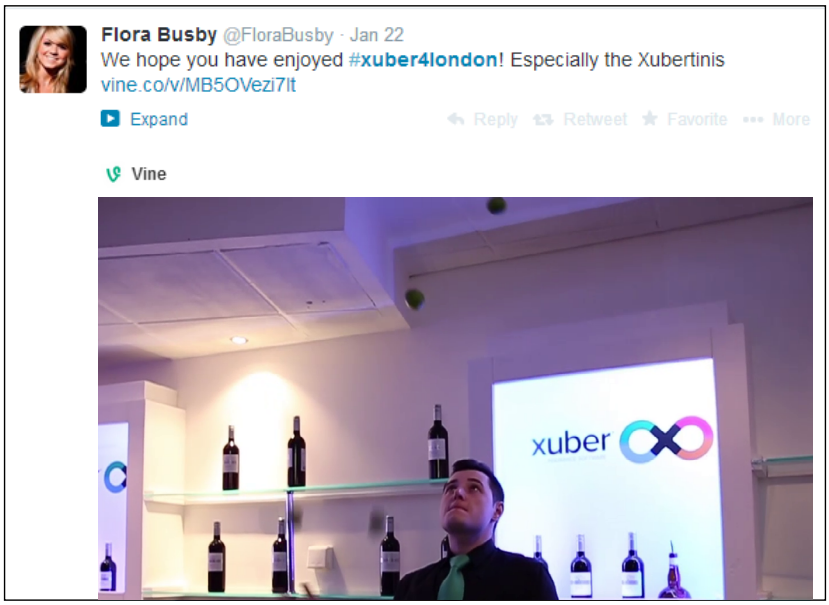
Pre-event: LinkedIn discussion group

Top floor for London's top tier

A clear evening on the 29th floor of the Altitude Tower provided stunning panoramic views – a fitting back-drop for an event that created palpable interest in a solution designed specifically for the London market.

Succinct and valuable presentations were delivered by analyst Celent and consultancy Deloitte standing alongside customers and colleagues, bringing the nuances of the London market to the fore.

In a stunning new-age branded bar on the top floor attendees were invited to see Xuber4London in action through product demonstrations and talk about their challenges in a relaxed face-to-face setting.





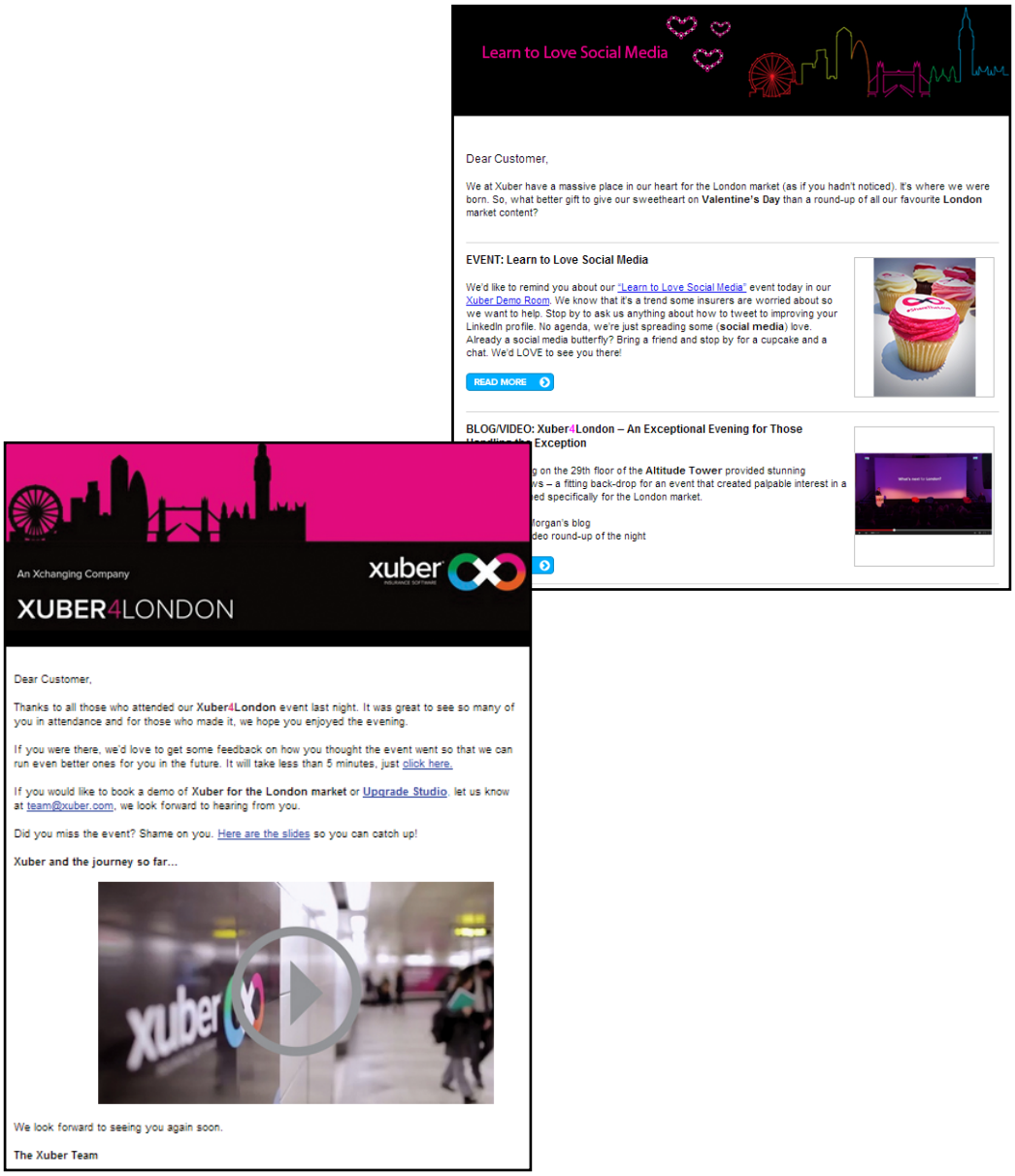
Event: Social Media activity from prospects and analysts

Lead Nurturing

Going after the exceptional
Post event follow up was critical in extending the opportunities presented at Xuber4London.

A content based lead nurturing campaign featured London articles, blogs, whitepapers, the event video and eNewsletters, and prospects were invited to Xuber's demonstration suite to evaluate Xuber4London further.

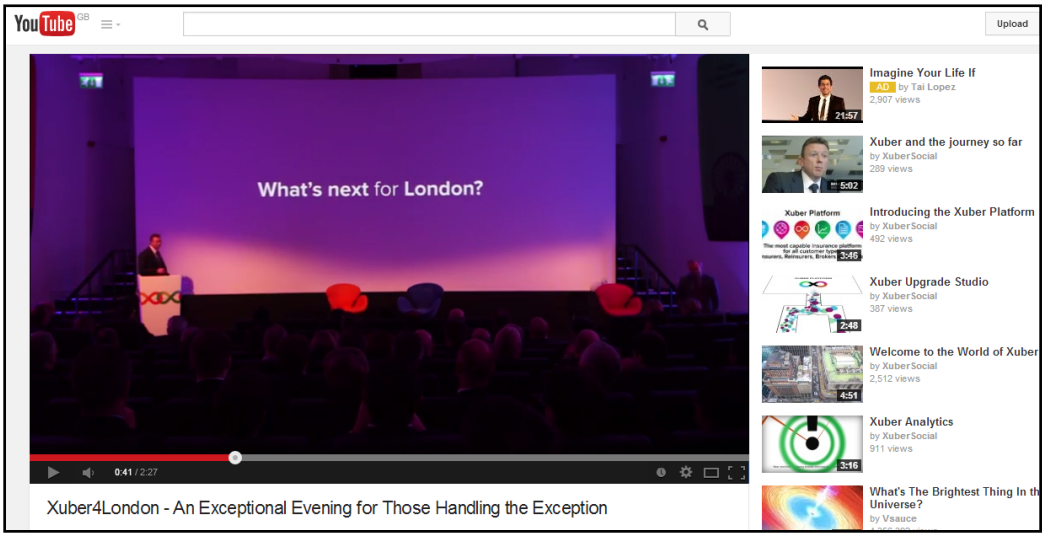
Key market influencers and prospects were invited to attend a roundtable event with the resulting report marketed to delegates, and key prospects were invited to Rugby Six Nations.



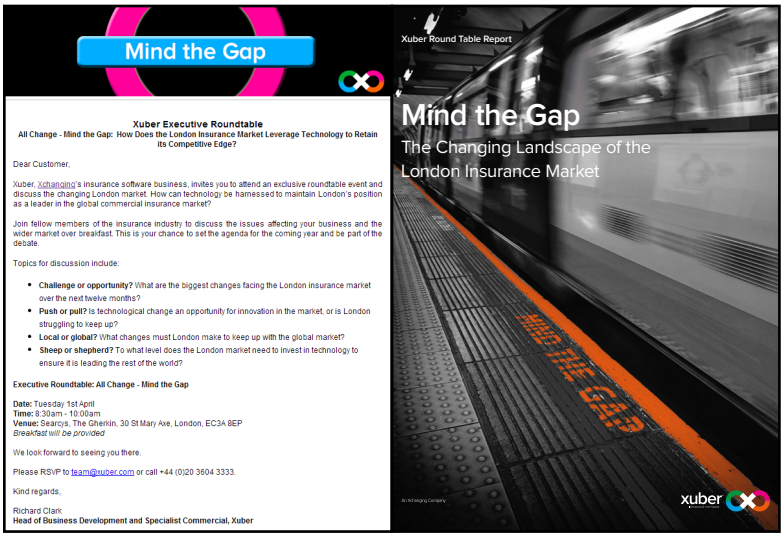
Post-event nurturing: email follow-ups

Timescales & Budgets

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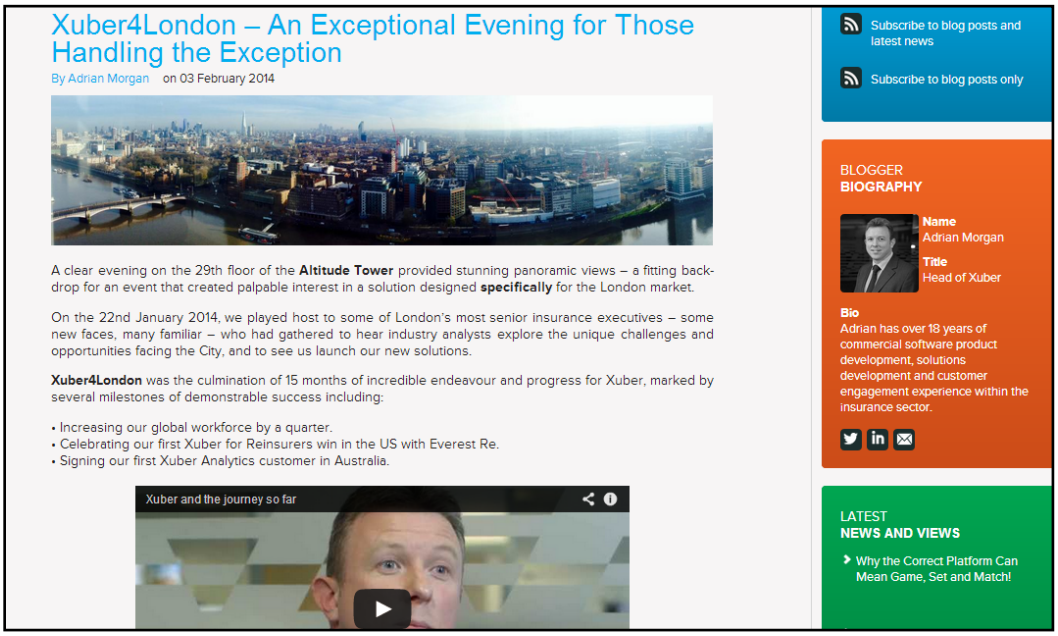
Post-event nurturing: video



Post-event nurturing: Roundtable invitation and subsquent report

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



Post-event nurturing: blog

Testimonials

External:

"Can you thank the team for an enjoyable evening. We will be watching Xuber4London with interest and will be speaking to Xuber later in the year about the new platforms for our existing managed and possibly new syndicates."

Stephen Pennington, Chief Information Officer, Asta Management Services Ltd

Internal:

"Tonight we raised the bar once more. Customers were raving about the event (and the software)! Tonight the message was loud and clear, we are the only place to come for the new breed of insurance software for the London market. I don't see our competition making such claims or the splash we are. Well done team."

Gareth Case, Global Marketing Director, Xchanging (Parent Company)



Post-event nurturing: Roundtable discussion