

# PRESS RELEASE

23<sup>rd</sup> February 2010

## **B2B Portals continue to grow in the lead up to RDR**

AT8 have released their latest Portal survey showing a strong growth in the use of all the major portals to support financial distributors' ecommerce programmes.

Exweb from 1st – The Exchange continues to dominate market share producing 14.2 million quotations in November, representing 61% of all quotations being run via on portals. Assureweb and Webline however are showing strong growth with Assureweb producing just under 4 million quotes and Webline producing 4.5 million.

The new guys on the block are True Potential and while their market share of quotations is low at 1½% (representing 340,000 quotes) their conversion of the quotations to electronic applications is by far the highest in the market. Currently they achieve a 3% conversion rate compared to their nearest competitor achieving only ¼%. This conversion rate is testament to the full end to end electronic process they encourage users to take from electronic fact finds through to electronic quote, apply and pipeline tracking.

Commenting on the survey Nigel Smith, Director of AT8 said “This market is undergoing a huge amount of change and as we approach 2012 we are seeing a realignment of the portals' role. By embedding their functions within full electronic sales process we are seeing quotation and application volumes rise. True Potential's success in driving electronic applications is a good example of this but is not alone. Assureweb have embedded their quotation functionality within a number of IT systems, Capita have recently enhanced the integration between Webline and Synaptic while the integrations between the 1st - The Exchange products suites are tighter than ever.”

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## About AT8

- AT8 is a specialist consultancy and business development company principally aimed at the Financial services and related IT markets
- The Directors have a proven track record of developing and helping large Corporate organisations as well as small or start-up businesses
- Our domain knowledge and expertise combined with the development of relevant products and services create compelling propositions for our customers that achieve positive results quickly
- Our Consultancy services are built around propositions that address specific problems or opportunities in our core and related markets. This requires an in-depth knowledge of the market dynamics and the application of thought leadership.
- Our Knowledge Skill & Experience includes:
  - Financial Services – delivering effective e-enablement
    - Point of Sale
    - Back Office & CRM
    - Wrap
    - Worksite Marketing
  - Business process review and re-engineering
  - Sales & Marketing – business development
  - Regulation and best business practice
  - HR & Change management
  - New business initiatives and company start-ups
  - Strategic Review and direction
  - Board Governance
  - Intellectual Property exploitation and protection