



TribeAgency delivers a distinct Web identity and interactive product tour for **Insuresoft.**



### Market Outlook

The insurance software industry offers highly specialized, niche-based products, geared towards a limited and specific market. Insurance software companies may attract only one or two new clients per year, and must be committed to the service and maintenance of their existing clients. Given the intimate size of the industry, it is crucial that insurance software companies get both their name and product information out to potential insurance carrier clients. In the insurance industry “cold hard facts” rule the day, as it is the technical features of a software solution that will truly make the sale. However, the dedication of a company’s service and support team can heavily influence the final purchasing decision. A web presence that communicates both the technical product information and the human element of commitment and care is crucial to an insurance software company’s success.

### Opportunity

Insuresoft, Inc is a leading policy processing systems provider for the property and casualty insurance industry. Insuresoft offers a suite of products and services that meet the unique automation needs of managing general agents and insurance companies in North America. Insuresoft is a privately held company headquartered in University Park, Illinois, with offices in Alabama, Florida and Minnesota. Insuresoft employs over 90 insurance automation specialists.



Insuresoft came to TribeAgency as a newly emerged entity on the insurance software horizon. In 2004, Insuresoft (formerly the Diamond Division at Applied Systems) had broken off from its parent company to form an independent enterprise. While Insuresoft’s flagship product the Diamond System™ was already a recognized name in the insurance industry, few carriers were aware that Insuresoft was now separate from Applied Systems. Insuresoft’s challenge was to leverage industry regard for the Diamond system, while building a distinct brand identity reflecting the values of the new Insuresoft. And a website redesign was the perfect launch pad for Insuresoft’s mission.



### INSURESOFT WEBSITE CASE STUDY



