

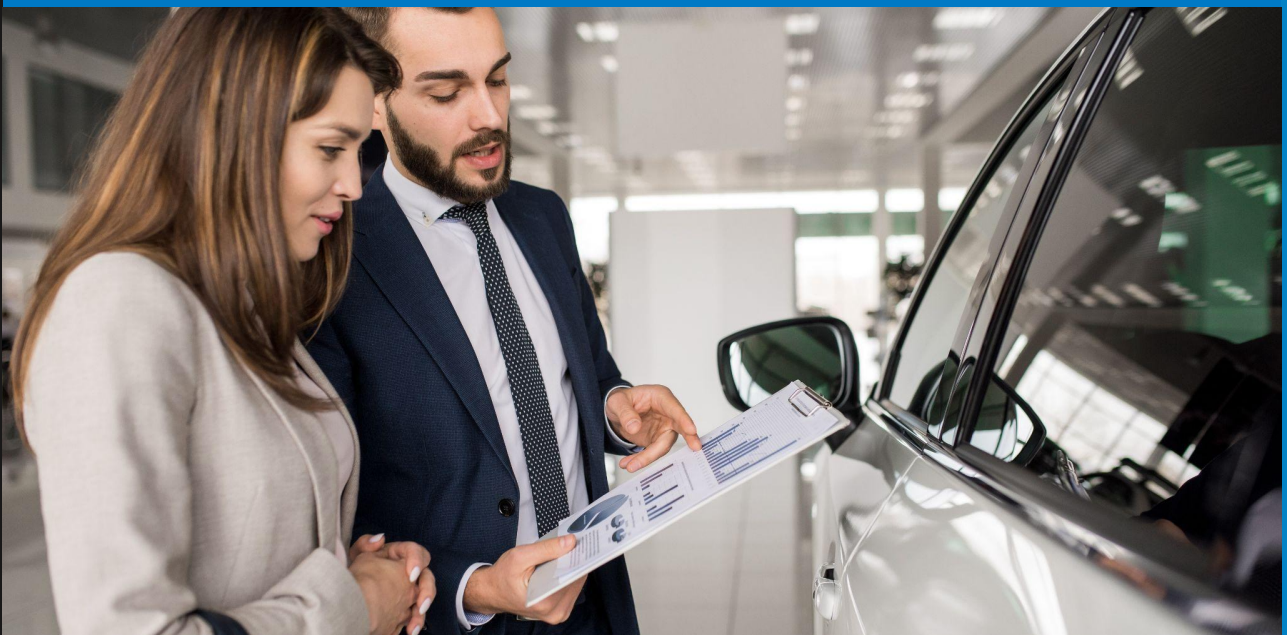
VAN MARCKE SCOTT
International



Modern E-Business Strategy

Case Study

From Startup to Trade Sale



vms.international



I. About the Company:



Halo Insurance Services Limited is an award-winning specialist insurance company that provides consumers with innovative web-based insurance products.



II. The Challenge:

Halo approached us at its inception as a start-up – the company was essentially a big idea and a draft business plan. Its Founder and CEO had a wealth of industry experience in the insurance sector, but needed a strategic partner to help actually build the e-Business itself, including a consumer facing web presence and scalable platform, with a seamless, flexible content management system.



III. What We Did:

We began by listening to the needs of the company and its potential customers to build a clear understanding of the services required.

We developed the customer journey, created the corporate branding, and designed the entire web presence and online platform for the business.

We built and managed the development of the back-end services – required APIs, Servers, Databases, and the entire Content Management System (CMS) to enable the business to operate and scale.

Over the years, we have been a key partner providing all Web Development for multiple new services and international product launches. We have delivered Deployment strategies, Change Management systems, Project Coordination services, Digital Compliance, Mobile App development and integration, and all CMS Development (Including Integrating Payment Solutions, Marketing Automation Solutions, Regulatory Certificate Management, GDPR Control solutions into the CMS)





III. What We Did:

As a business in a highly regulated industry, our work has always involved strict adherence to compliance requirements, exceptional attention to detail, and extraordinary focus on quality.



12 years later, and since the subsequent purchase of the firm by one the world's largest insurers, we continue to work closely with the company. As lead technology and strategy partners, we work side by side with the business supporting the launches of new sites, products, services, and brands.

IV. The Outcomes:



The value of the work we have delivered in both website design, platform creation, and CMS can be seen in the continued thriving growth of the business itself.

The success and potential of the website and e-Business platform were also integral reasons for the subsequent takeover by Zurich Insurance Group, one of the world's largest Insurance companies.



IV. The Outcomes:



During our many years working together, the business has received many formal commendations and industry awards, in addition to multiple for the website itself including a featured listing in the Times' Top 50 Travel Websites, a WebAward for 'Standard of Excellence' in both the Insurance and Travel categories, and a "highly commended" in the Insurance App of the Year category at the Insurance Times Tech & Innovation Awards for the award-winning mobile app.

We continue to add value to the business as primary partners, and look forward to helping the company grow and flourish into the future.



How may we help you?

Book a call today to learn more
about the work we do and what
we can do for you.

Book A Call

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