

Supercede

Global Reinsurance Platform



Background

Supercede, the provider of a global reinsurance placement platform built for dealmakers, manages the complete placement lifecycle for the largest independent global network of reinsurance professionals, representing over 90 reinsurance broking and underwriting firms, worldwide. It captures actuarial-grade data with Supercede Analytics, and enables users to trade without cost on one intuitive placement platform.

Objectives

To support its growth plan, Supercede require a CRM system to ensure it continues to have end-to-end oversight on the entire sales and opportunity management processes. Supercede has chosen Salesforce and Adapt IQ to implement a solution that delivers this initiative.

Outcome

Supercede now has a platform that delivers a uniform process for the selling and onboarding of customers across their three product offerings; Analytics, Placements, and Network.

This process not only allows the sales team to track each customer's adoption of each offering, but also supports the management of a platform trial and manage the overarching licensing agreements. By adopting Salesforce Einstein AI, they also have a system empowered to proactively monitor the health of each deal and make recommendations as support Supercede to make all the correct decisions to maximise Opportunity Closure.

Finally, a comprehensive reporting suite was delivered, providing Supercede with the ability to make informed data driven decisions.



Adapt IQ we're thorough professionals from beginning to end - I highly recommend them

Tom Spier, Head of Business Development, Supercede



CSAT
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