



**Stuart Reid,**  
Chief Executive, Stuart Alexander

## Company Profile

**Company Name:** Stuart Alexander  
**GWP:** £60m and increasing (Insurance Times fastest growing broker in the South East in 2006)  
**Number of Staff:** 150  
**Company Contact:** Stuart Reid, Chief Executive  
**Business Focus:** Specialist scheme broker (Portfolio includes Property, Charities, Gun Trade, Medical Devices, Marine Cargo and Freight Liabilities)  
**Locations:** Fenchurch Street, London, Southampton, Bournemouth  
**Date Founded:** 1993

**The Issue:** Bespoke solutions for specialist schemes trading



## Stuart Alexander and Open GI

**Years with Open GI:** 14

**Open GI Solutions:** Open GI Linux based platform, Scheme Toolkit, Scheme Manager, Open GI Web solutions – IN-Stream and Advanced Prospect Management (APM), Open GI Disaster Recovery Solution.

### Stuart Alexander's Objectives:

Since the business was set up in the early 1990s Stuart Alexander has grown 10% year on year both organically and through acquisition. Referring to the business as offering all the benefits of a provincial broker based in the heart of the City, Chief Executive, Stuart Reid, is very clear about their objectives when it comes to IT.

He said: "At Stuart Alexander it has always been our intention to run the business from a single IT platform. There are other acquisitive brokers that run systems in tandem but in my view, that doesn't make sense either operationally or financially. We migrate businesses onto the Open GI platform as soon as we can in order to streamline processes.

For a business focused primarily on schemes, the use of Open GI's Scheme technology is extremely important as it is capable of replicating the efficiencies of open market trading and improves overall profitability. In the last 12 months, Stuart Alexander has launched four new schemes, including Marine and Vocational Therapies - all of which have been automated using Open GI's Scheme Toolkit solution.

### Open GI Scheme Solutions:

Open GI has a range of software to cater for schemes. Stuart Alexander uses Scheme Toolkit to design and maintain its own unique data capture screens and carry out New Business, MTA and Renewals calculations,

along with Scheme Manager for the creation of rate tables and postcode lists. Processes are integrated with the back-office system, reducing operator intervention.

Automating the renewals process has had a major impact on efficiency. The business is now able to batch process 2,000 marine policies in as little as 10 minutes, where it could previously take up to two days.

Stuart Reid said: "It's not always easy to see the time savings across our normal day to day business processes due to the volume of data required by insurers. It's evident at renewal however, as this is where administration could otherwise be targeted at generating new business. Moving from manual rate tables to fully automated processing is definitely the way we would like to develop the business."

CASE STUDY

"Broking is a good industry to be in, if you're growing, profitable and streamlining processes via technology. The Open GI platform has been fundamental to supporting the growth of this business and is likely to continue to have a positive impact, particularly in light of the latest new technologies now on offer."

**Stuart Reid, Chief Executive  
Stuart Alexander**

### Open GI System Stability:

Since signing a long-term strategic IT contract with Open GI in 2006, Stuart Alexander has invested in a number of solutions to drive further efficiencies, including Open GI's new Linux based platform. The platform is now in use within many firms, chosen for its low cost, security and reliability.

With new schemes being continually launched, it's vital that Stuart Alexander uses the most powerful system on the market today. Since installing new Linux servers, more data can be handled and back office processing has improved significantly in terms of speed and efficiency.

### Open GI Reporting:

For a fast growing acquisitive firm like Stuart Alexander, the ability to report on business critical data held within the Open GI system is also vital, particularly in a regulated environment. It gives an up to the minute picture of business performance and can also demonstrate due diligence.

Stuart Reid said: "The Open GI system is great for reporting. Management accounts can be extracted within a matter of minutes, as can a whole host of data relating to business performance. As with all firms, knowledge is power."

### Tangible results / benefits:

- Faster system performance as a result of Open GI's new Linux based platform.
- Automation of renewals via Scheme Toolkit has reduced batch processing to 10 minutes.
- Online exposure of schemes to the web via X-Stream opens up the Internet trading channel.
- Enhanced business intelligence allows for faster and more accurate decision making capability and performance analysis.

### The Future:

With a host of further acquisitions in the pipeline and a solid IT platform in place to drive and support growth, the future for Stuart Alexander is looking very positive. It has also opened up new distribution channels.

Stuart Reid said: "The Internet is an important part of our strategy and is going to be more and more important for brokers well into the foreseeable future. By enabling our schemes via Open GI technology, we can effectively generate new business online without the extra staff costs.

"Open GI is in my opinion the platform of choice for firms that want to extend their market presence."

CASE STUDY

For further information contact Open GI:

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