

Unlimited pricing flexibility

Complete control in the hands
of insurance providers.

ASANTO

A new generation of *no-code* product platform from theidol.com

Asanto provides insurers with full flexibility of pricing and underwriting, enabling you to truly manage every aspect of your insurance products.

We've developed a powerful rating engine combined with a full suite of tools specially designed for insurance providers to run their business.



Pricing and Underwriting Engine



Reporting & MI



User Management



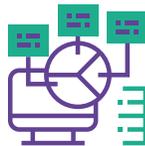
Customer Relationship Management (CRM)



Quote Journey (online & offline)



API Technology



Audit Logging

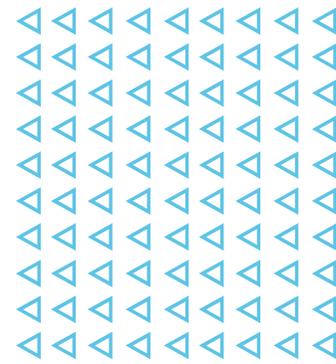


Scheme Testing

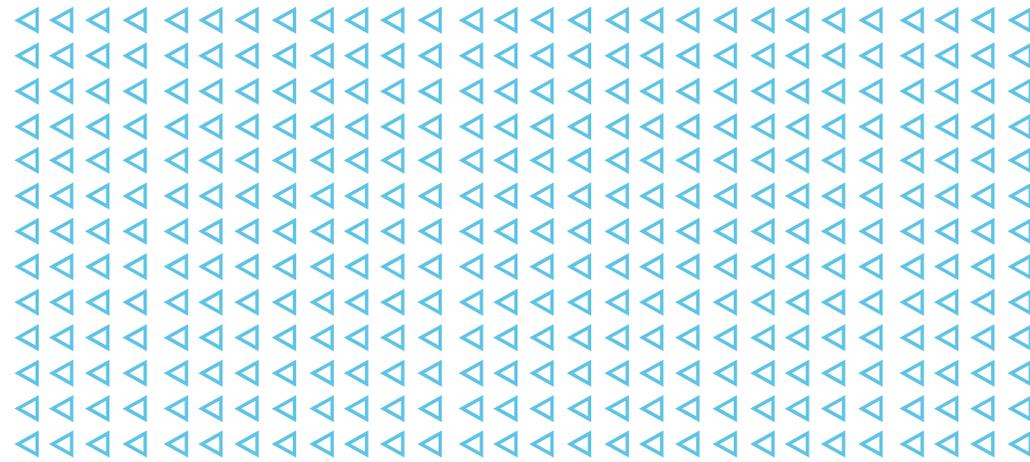
20+ years of experience...

theidol.com is the award-winning, financial technology company behind Asanto with 20 years' experience as insurance comparison specialists and bespoke product developers.

Our history in providing solutions both direct to customers and to market-leading partners in the insurance comparison sector since 1999 has driven us to constantly innovate and disrupt the market for the better.

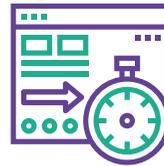


Benefits of Asanto



Unlimited Pricing Flexibility

Configure unlimited insurance products without coding, make changes without the cost of a development team and react to changing market conditions in minutes.



Increased Speed to Market

Launch new products, alter pricing, and test changes with no need for time consuming and costly development work - allowing you to edge ahead of your competitors.



Endless Integration Opportunities

Create API endpoints in minutes, seamlessly integrate your existing infrastructure, systems and processes and manage everything through a simple control panel, without writing a single line of code.



Unlock Data Without Restriction

Produce custom reports in minutes without unwieldy spreadsheet-based rate tables and make data driven decisions, without coding knowledge or development resource.



Easily Manage Every Aspect

Utilise a no-code white label online customer sales journey, get a 360° view of customers and empower customer service agents with step-by-step online and offline processes.

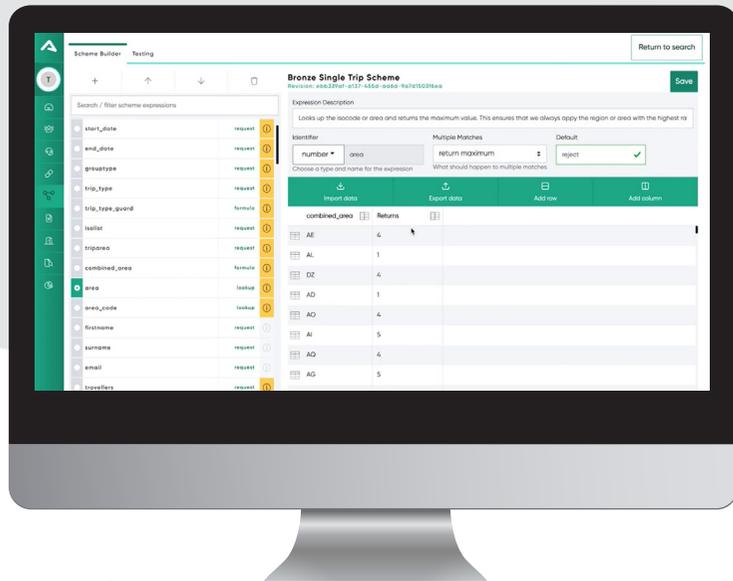


Audit with Ease

Get full transparency and control with in-built audit logging to maintain high levels of security, guarantee customer privacy and ensure your business remains compliant.

Configure without coding

Create and manage unlimited schemes.



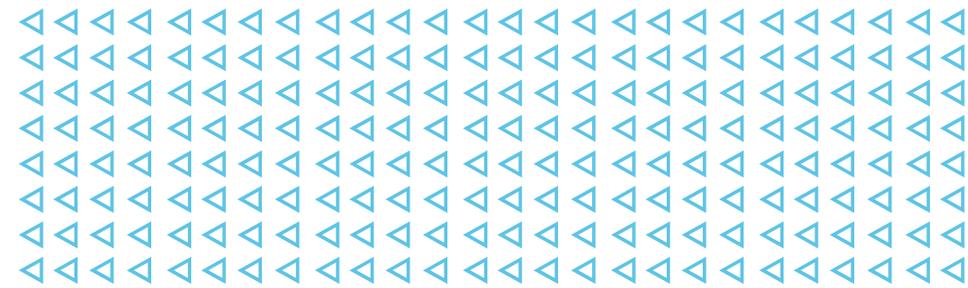
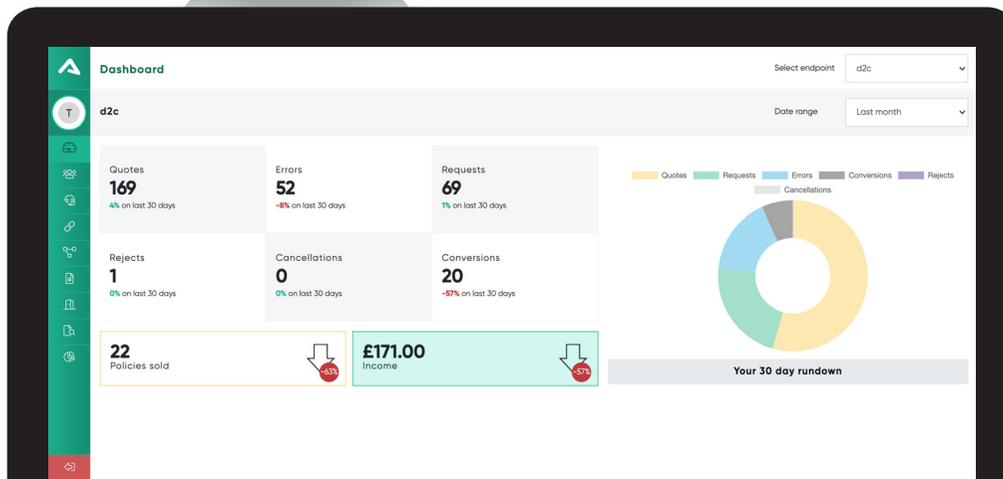
Insurance products in Asanto are stored as schemes. They are designed in such a way that rather than manage an unwieldy set of rates through countless spreadsheets, you have full control over the calculation of premiums within one simple control panel.

- React to changing market conditions in minutes.
- You manage the rules and logic which make up calculation of premiums.
- Make decisions without the need and cost of a development team.
- Import existing data to use alongside request data.
- Compare schemes, split test or revert to previous revisions.

A scheme is made up of a number of building blocks and types such as 'request', 'formula', 'lookup', and 'value'. These have been designed in such a way that if you can use Excel and manage a spreadsheet, you will be able to use Asanto.

Ultimately this means as a provider on the Asanto platform you can react to changing market conditions while competitors are saddled with a rigidly defined underwriting position. Complex scheme logic can be created, maintained and updated without writing a single line of code.

Powered by Asanto

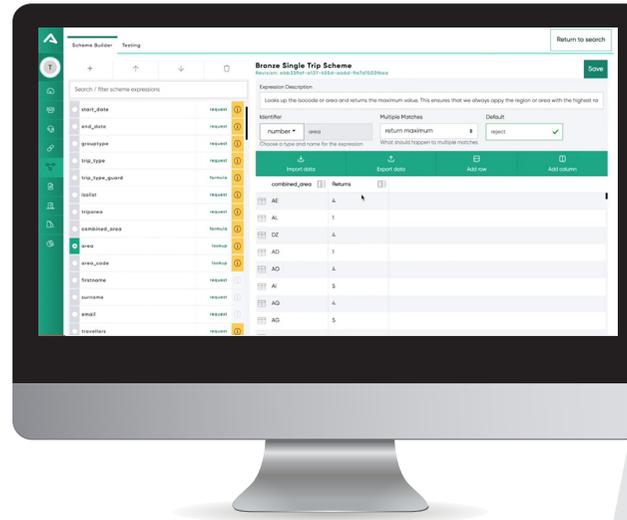


In three steps...



1 Adjust a scheme in minutes

In this example, we want to run a discount offer over the Valentine's weekend. Within the scheme builder we add a new 'lookup table' scheme block to detect policies where the start and end date is over the Valentine's weekend. We define that this should return a number.



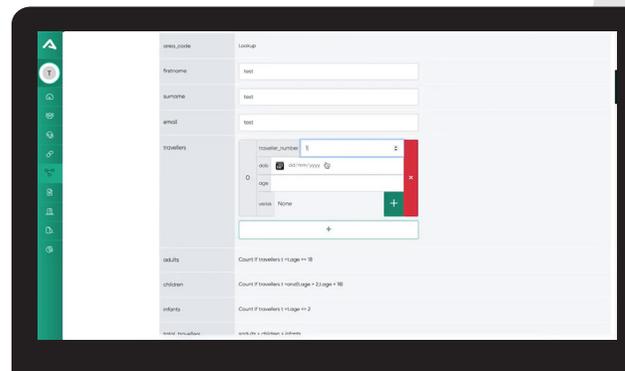
3 Test and publish

Asanto provides a fully secure testing environment to let us test our changes work as expected. Once we're happy, we simply save the scheme ready to be published. In just three key steps, we have adjusted the premiums being quoted.

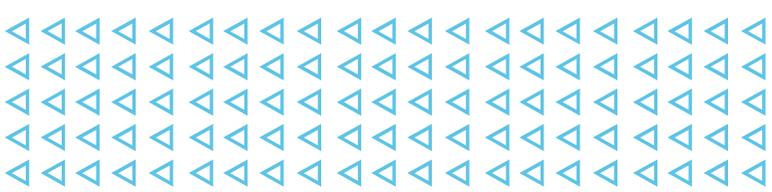
2 Manage rules and logic

We add several columns to build our rule set. The first two we add are separate 'lookup' columns for the policy start date and end date. The third column is a 'lookup' for the traveller type. The final column is a 'return' column showing the offer as a number.

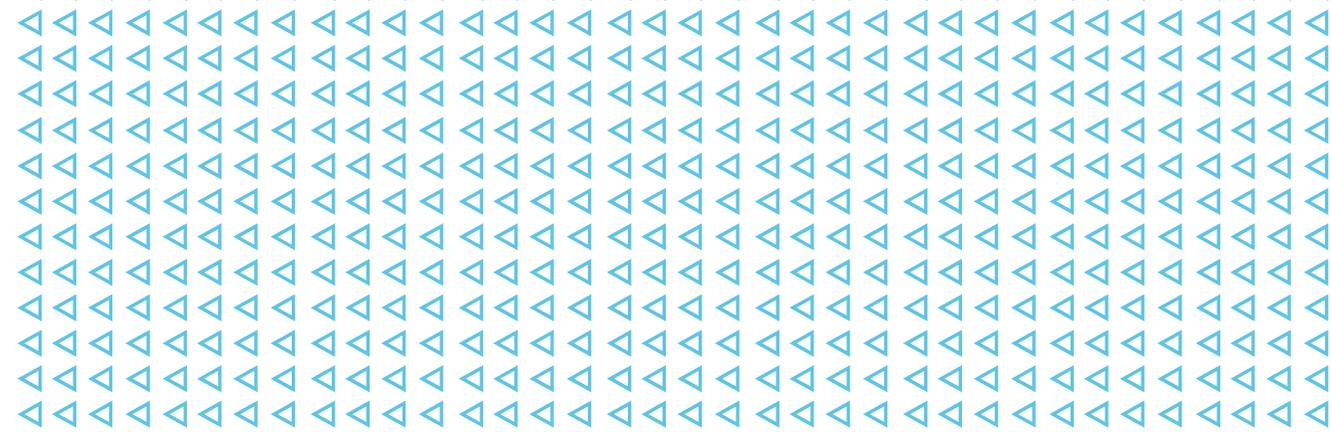
We add a row to specify that if the start date is greater or equal to 12 February and the end date is less than or equal to the 15 February, and if the traveller type is a couple then we want to provide a policy discount of 5 per cent.



The final stage is to find our overall total scheme block and amend the formula. We bracket the calculation and multiply it by the special offer we have created.

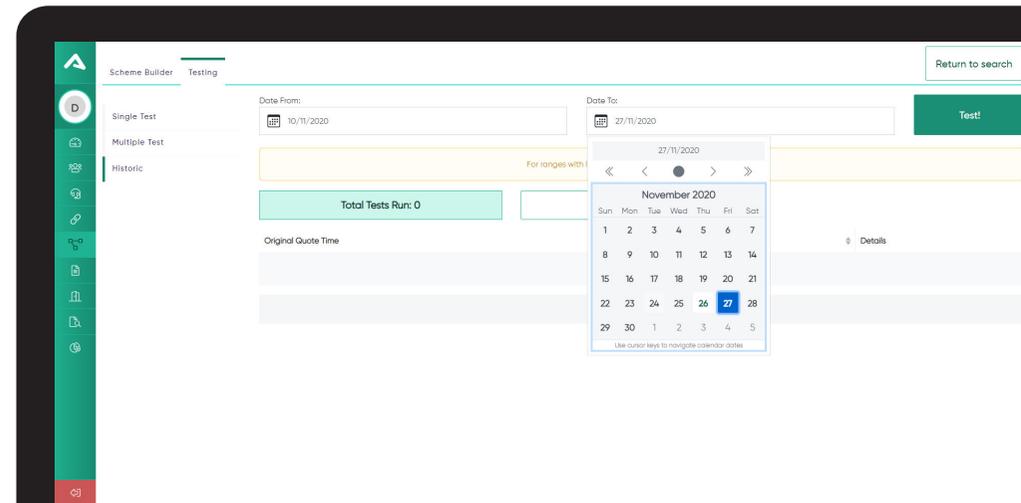
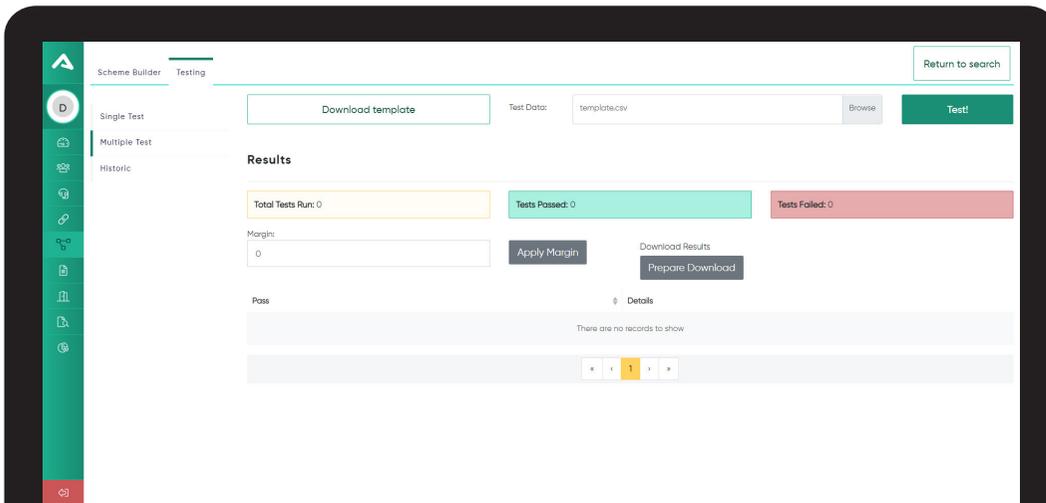


Safe, secure testing



Built-in testing tools within Asanto allow you to run thousands of test scenarios over pricing changes using either custom or historic quote data.

- Test your schemes within a safe, secure testing environment.
- Run multiple tests without compromising your live schemes.
- Create packs of test data in CSV format.
- Use historic data to test your pricing and underwriting decisions.
- Easily delete test data after running your tests.

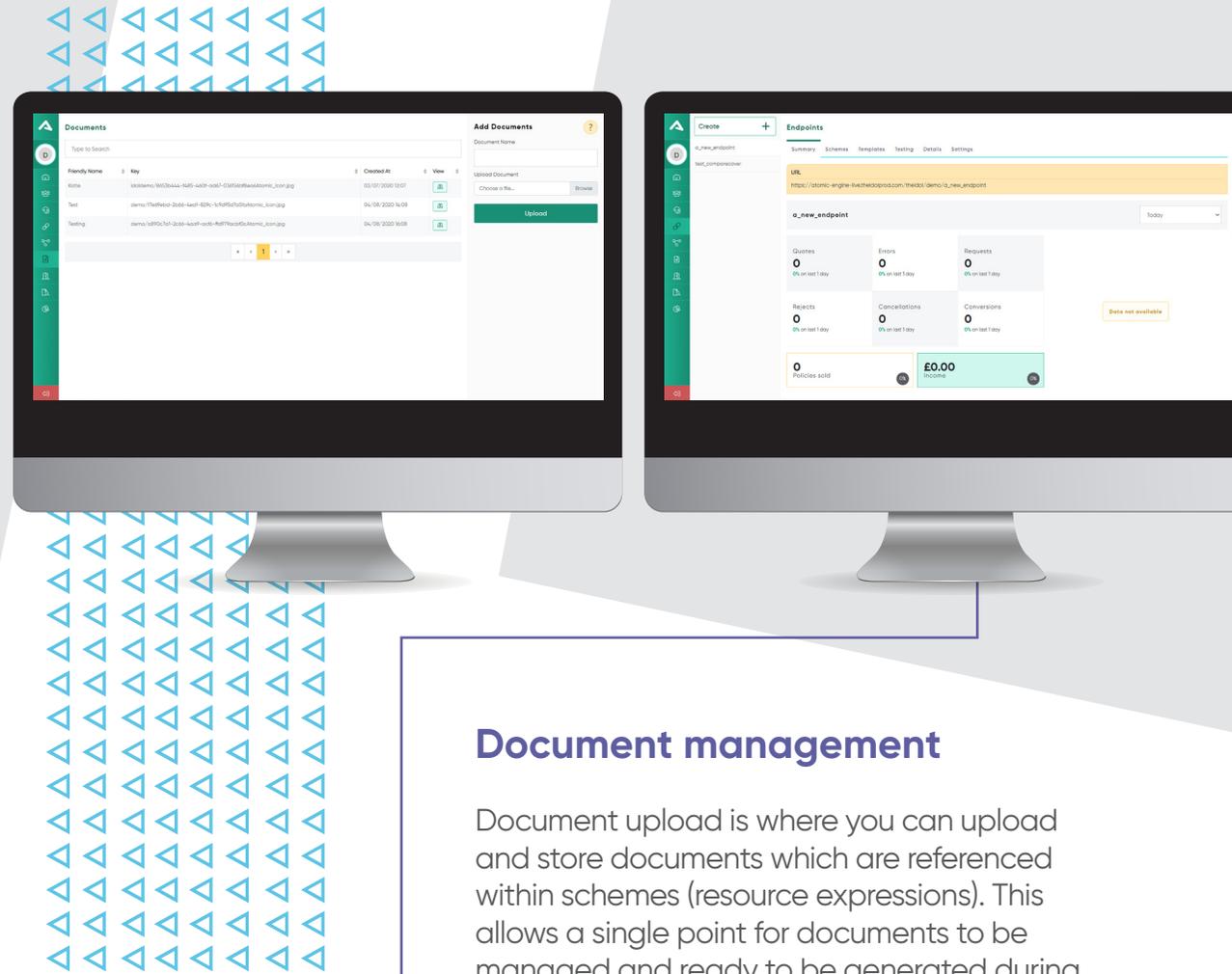


API-first platform

Endless integration possibilities.

Endpoints allow us to define the API's used by the direct customer journey, an aggregator or another third party to request quotes or information from our schemes. In short: if you have an API, it can integrate with Asanto.

Multiple schemes can be assigned to a single endpoint. For example, an insurance product with silver, platinum and gold schemes can be easily added into a customer endpoint with a published URL. Another powerful function is the ability to specify templates for mapping different formats of requests and responses.



Publish changes in minutes

Any changes made to a scheme will create a new revision. When this has been tested and ready to publish, we go to our relevant endpoint and assign the latest revision. Asanto also provides the opportunity to run tests on endpoints with individual pieces of data or bulk-upload test data. By defining an endpoint to be in testing mode any input data assigned is kept completely separate from the live environment and easily deleted.

Through the dashboard, Asanto can monitor the total number of requests that have come into an endpoint, as well as the total approved and rejected quotes based on your rule set. Quotes can be explored in full detail, showing all the data, calculations and logic that was processed.

Document management

Document upload is where you can upload and store documents which are referenced within schemes (resource expressions). This allows a single point for documents to be managed and ready to be generated during the quote and buy process.

Documents cannot be deleted or amended currently; this is because the document could be linked to an existing scheme in use on a live endpoint. Deleting or changing a document after a purchase would impact the customer. You need to version control documents when uploading them to ensure the most recent version can be easily identified. Documents are displayed in order of creation (date the document was uploaded).

Arrange your **ASANTO** demo

Email: info@asanto.com / **Visit:** www.asanto.com

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