



# A Platform For Growth and Efficiency

The PNP logo, which consists of the letters "PNP" in a white serif font inside a red square with a black border.

## The Digital Difference

Parker Norfolk & Partners (PNP) was established in 2017 with an ambitious vision, not just for growth, but to create a new type of broker that combined the very best of traditional service-led broking with leading-edge technology.

They knew they had to take a digital-first approach to compete and beat more established rivals, both large and small. And this is exactly what they have done.

Since 2017, PNP has consistently innovated and integrated best-of-breed technology into their business, which has enabled them to provide a market-leading, added-value service to all their clients, supporting insurers and service providers.

Pre-Novidea, however, there were still issues to address.

## Goodbye Legacy, Hello Cloud

With some legacy systems still in place, PNP turned to Novidea for a better solution. Novidea's born-in-the-cloud platform leverages Salesforce's Big Technology to enable brokers to take their business to the next level, by driving efficiency and growth across the entire distribution lifecycle.

Novidea's platform enables PNP to automate its operations, improve data-driven business decisions through enhanced Management Information (MI) reporting, and provide a much more efficient client service.

What's more, Novidea's flexible open API architecture is designed to support growth and the easy integration of new technologies, giving PNP the scalability it needs as it grows, at no additional cost.

## Broking on the Move

A key priority for PNP was to use technology to become agile, so broking teams could be more responsive and offer greater value at every stage of the client journey.

Novidea's cloud-based platform means that PNP will be able to work any time, any place, with instant access to all customer data and analysis, to help them make better decisions, and win more business.

## Parker Norfolk & Partners

**Parker Norfolk & Partners is a Lloyd's Broker, handling:**

- Third party binders, US property
- Trade credit insurance
- Specialty, Financial and Political risk
- Specie & Cargo
- UK retail

*"As a small and growing Lloyd's broker, we needed something special to differentiate our value. Becoming more agile and client-focused was the ambition. Novidea's platform was the answer."*

**Alan Wallace, CEO, PNP Ltd.**

## Why PNP Chose Novidea

- A leading technology partner with insurance sector expertise
- Real-time Management Information with a 360-degree view of the entire business
- World-class data security, scalability, performance, and availability via Salesforce
- Live client data, with actionable intelligence, from anywhere, anytime, using the cloud



**Novidea** 

## The Right Partner

There were many synergies between PNP and Novidea, but for CEO Alan Wallace, two aspects stood out above all others. The first one was the Salesforce platform:

*"I knew of Salesforce as a CRM system, and Novidea by market reputation," said Alan. "This gave me confidence that Novidea's broker-specific platform, being built on Salesforce, would give us all the advantages of Big Tech innovation, reliability, and security. A very compelling proposition."*

The second advantage of working with Novidea was the industry experience of its team:

*"Novidea has a deep understanding of a broker's needs and challenges," Alan said. "They know how brokers operate internally, with clients, and the rest of the distribution value chain. We did not find this elsewhere, and as a result Novidea has created a unique solution that streamlines our business processes and facilitates our ability to offer a more value-added and efficient service."*

## The Right Solution

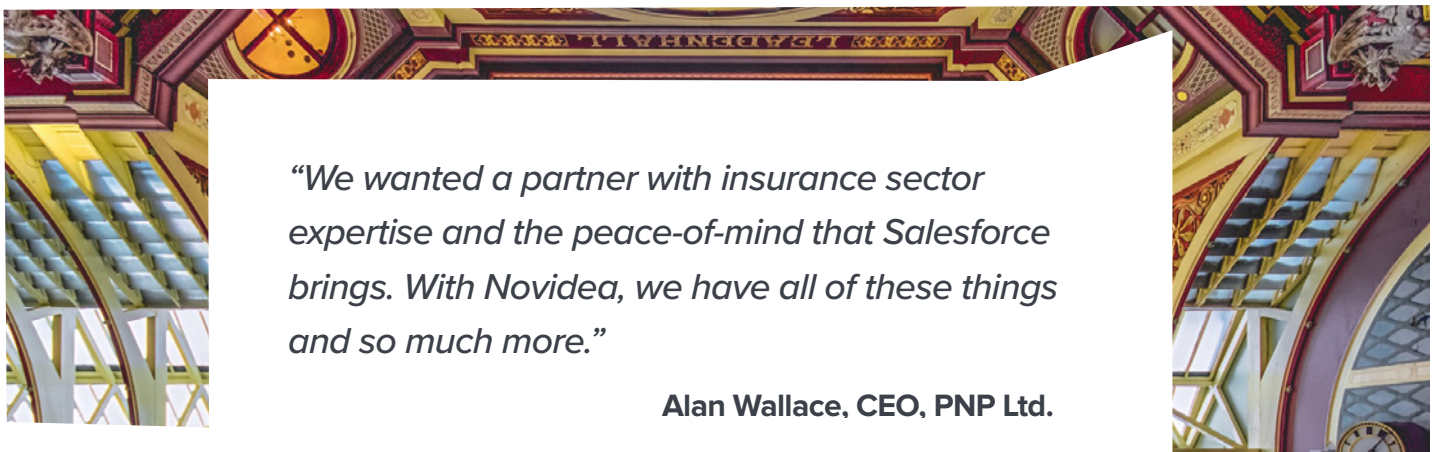
Novidea's born-in-the-cloud platform enables PNP to drive digital transformation through automated processes, powerful data analytics, and digital client engagement tools.

This enables PNP to fully automate its entire distribution lifecycle, improve data-driven business decisions through enhanced MI reporting, and provide a more efficient client service.

As a cloud-based solution, it is quick, easy, and cost-effective to upgrade to cover any future process developments and stay compliant with FCA regulatory changes.

*"It has been fantastic from a senior management point of view to be able to extract key information in easy-to-read dashboards with our new broking accounting system in place."*

**Alan Wallace, CEO, PNP Ltd.**



*"We wanted a partner with insurance sector expertise and the peace-of-mind that Salesforce brings. With Novidea, we have all of these things and so much more."*

**Alan Wallace, CEO, PNP Ltd.**

Only a few years ago, this whole transition would have been very costly and time-consuming. It would have involved a significant investment in hardware and software development, and multiple challenges regarding compatibility with existing systems and processes. Not with Novidea.

## The Future is Looking Good for PNP

The Novidea platform will help PNP to take its business to the next level, by enabling its team to grow the business, whilst more effectively managing the entire insurance distribution lifecycle, end-to-end, using data-driven insights and actionable intelligence to fuel growth.

Crucially for PNP, the Novidea platform's no-code, open API architecture will seamlessly scale without additional costs as the company grows. And by leveraging its cloud-based technology and the power of Salesforce, there are no limits to how far PNP will go.



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**Are you looking to take your broker business to the next level?**

Get in touch with our experts or visit our website to learn more about what Novidea can do for you.

Email: [info@novideasoft.com](mailto:info@novideasoft.com) Or Visit: [www.novideasoft.com](http://www.novideasoft.com)