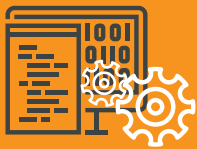


# Big Data Big Solutions

whenfresh

WhenFresh Ltd [www.whenfresh.com](http://www.whenfresh.com) is an established Data as a Service (DaaS) business, built on three key strengths:



Unrivalled UK data assets



World-class data science



Accessible, flexible delivery

WhenFresh provides data and related solutions to a number of sectors, including **Financial Services, Insurance, Utilities** and **Property**. Bringing data together from over 200 private and public UK data sources in one place, WhenFresh offers a live, verified, fully-provenanced, property-level database of unrivalled breadth and depth.

In recent years, many of the UK's major Financial Services, Utility & Property-related businesses have become users of WhenFresh data, which has often formed a key part of wider solutions delivered to end users via resellers & partners such as Experian, Equifax, Zoopla, CLS Risk, Royal Mail Data Services, TransUnion and others.



Zoopla



EQUIFAX



## WhenFresh and the Insurance market

**Looking ahead, and building on other sector successes, WhenFresh's *Home Insurance Prefill* product and *BehindTheBricks API* are set to make a huge impact on the Insurance sector in 2019.**

Having secured £3m Series A funding to support accelerated product development and continued expansion into its target markets, WhenFresh is now laser-focused on working directly with the Insurance sector, as its next fast-growth market. WhenFresh's smart solutions enable insurers to:

- win new business, by improving customer conversion
- reduce customer acquisition costs, by improving online application quantity & quality
- target more profitable business, with better-informed risk & pricing analysis
- review and renegotiate reinsurance costs, by more accurately analysing portfolio risk



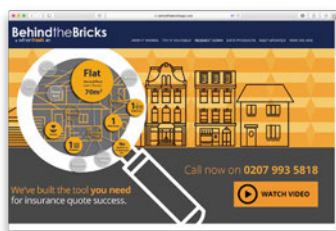
## Home Insurance Prefill

WhenFresh has built **Home Insurance Prefill** as an off-the-shelf solution, which gives insurers 7 core characteristics on each of the 29.7m residential properties in the UK, for online form prefill and other insurance applications.

### Key benefits include:

- Makes insurance forms quicker and easier for consumers to complete
- Reduces form abandonment, leading to increased new business
- Improves the quantity and quality of form completions
- Drives down customer acquisition costs

**Learn more:** [www.whenfresh.com/wp-content/uploads/2018/08/Home-Insurance-Prefill-Final.pdf](http://www.whenfresh.com/wp-content/uploads/2018/08/Home-Insurance-Prefill-Final.pdf)



## BehindtheBricks API

The **BehindtheBricks API** brings instant 'plug and play' access to over 2bn UK property-specific data items, with a unique, comprehensive set of risk and peril characteristics in addition to the core property data of which the Home Insurance Prefill product forms part.

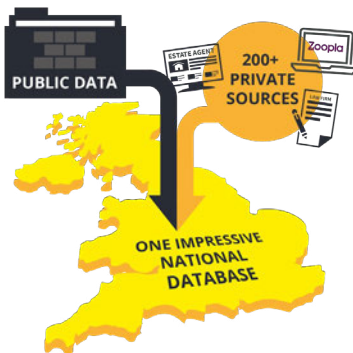
**BehindtheBricks API** is designed for quick and simple, readily-customised integration and gives real time access to 300+ property, risk & peril characteristics on a Pay-As-You-Go basis, without the need for investment in long-term data licenses from multiple suppliers.

These property-level data items can be accessed instantaneously and used for fully comprehensive form prefill, to review and validate existing policies and pricing, to review and renegotiate reinsurance, as well as accessing target properties for profitable growth.

### Key benefits include:

- Live, complete Insurance Form Prefill on submission of any UK residential address
- Improved pricing and risk profile reduction
- Enables targeting of profitable new business
- Better reinsurance terms from better data

**Learn more:** [www.whenfresh.com/service/behind-the-bricks-api](http://www.whenfresh.com/service/behind-the-bricks-api)



## WhenFresh team

WhenFresh is led by serial tech entrepreneur **Mark Cunningham**, co-Founder & CEO, and boasts a world-class team of Data Scientists, attracted from businesses such as Tesco.com, Lastminute, BGL/CompareTheMarket, Swiftcover, Microsoft, Zoopla & Rightmove, who are backed by top specialists in data-driven marketing.

## Contact WhenFresh

For more information about WhenFresh products & services, or to arrange a product demo, contact

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