

# ePlacement & Market Reform

Jonathan Brant, Programme Manager  
Brit Insurance

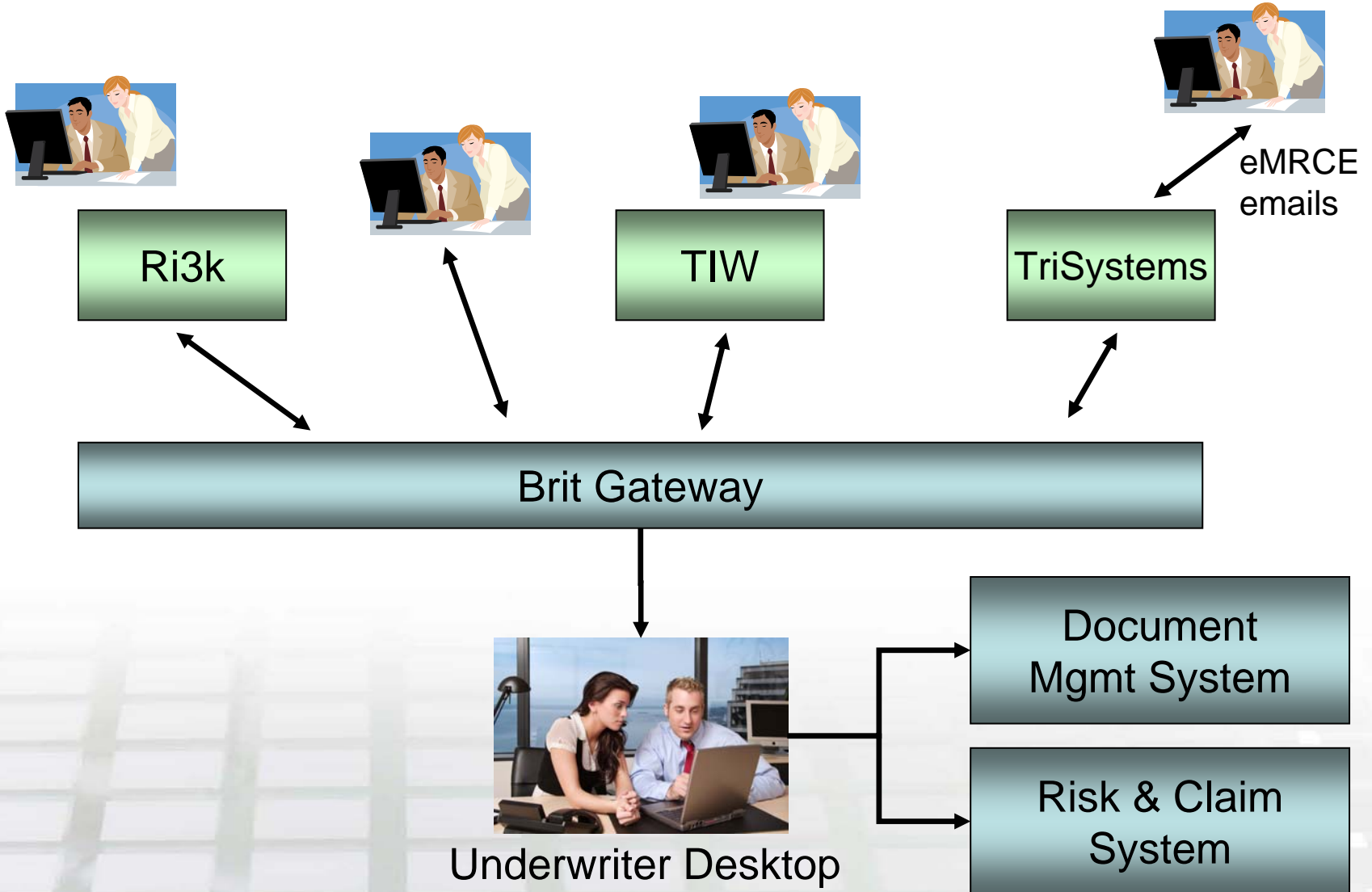
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## Why Change?

- Different Landscape
- Opportunity to reduce frictional costs
- Technology Advances
- Increase growth without increased headcount
- Importance of face to face negotiation



# What have we achieved?



## What Next?

- Remove any additional barriers
- Seamless processing for both Underwriters & Brokers
- Continued collaboration
- Increase electronic volumes
- Remove outstanding inefficiencies

# Questions ?

We are here, where are you?

Questions ?