

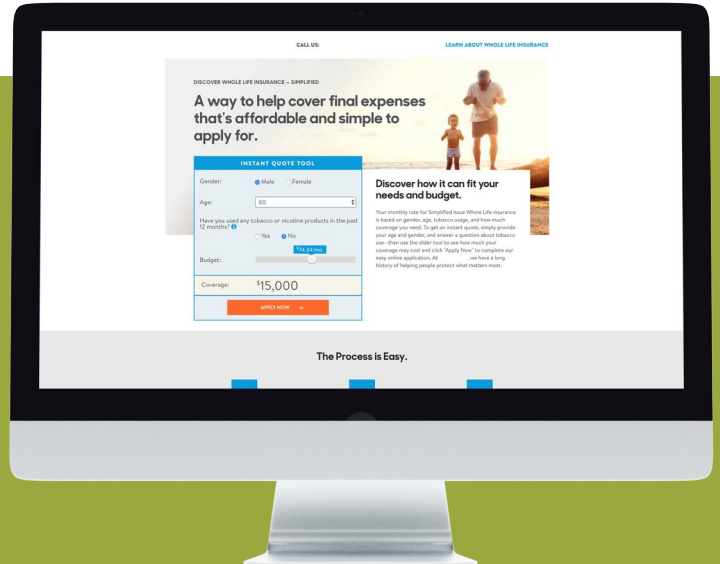


FINANCIAL SERVICES INDUSTRY LEADER

# BOASTS DOUBLE-DIGIT GROWTH WITH NEW PRODUCT OFFERING IN EXPANDED MARKET SEGMENTS

## SUCCESS STORY

Our client teamed up with ITX Corp. to extend its insurance offerings to underserved market segments. ITX delivered a direct-to-consumer (D2C) experience giving prospective customers the ability to receive instant quotes, complete their applications, and obtain coverage all in a matter of minutes. Built on a secure enterprise architecture, the application was flexible, helping the collective team optimize its way into product-market fit.



## PERFORMANCE MONTHLY IMPROVEMENT OVER THE FIRST 18 MONTHS POST LAUNCH

↑ **30%**  
New User  
Traffic

↑ **40%**  
Online Leads  
Generated

↑ **20%**  
Online Application  
Submissions

## MEET THE BRAND

Our client, in service to its policyholders since 1851, has earned a reputation for helping people secure their futures and protect the ones they love. Among its many product offerings are life insurance and protection products, as well as retirement and investment services, designed to help individuals meet their financial objectives.

## FEEDBACK

*Thank you for your partnership this past year. It has been a pleasure building these platforms with you and your team. Along this journey, I believe we made an impact in serving this segment. Appreciate your dedication and constant positive attitude.*

— Client Senior Leader

## GOAL

Build, launch, and optimize a software product solution that drives revenue while addressing the needs of an underserved market segment within the financial services industry.

## STRATEGY

ITX consultants and technologists implemented a "build from the ground up" approach. Founded on a reliable, adaptable, enterprise architecture, ITX then optimized the user experience and business performance of the application for over a year and a half.

## TOGETHER, WE IDENTIFIED THREE CRITICAL PRODUCT REQUIREMENTS:



Easy-To-Access  
User Interface



Enterprise Architecture:  
Scalable, Modular, Extensible



Continuous  
Improvement

ITX delivered an intuitive experience, enabling a fast, easy process for online applicants. Under the hood, ITX deployed field-level database encryption with rotating key access on separate servers in compliance with regulatory guidance.

### UNDERSTAND THE PROBLEM



### IMPLEMENT TARGETED SOLUTIONS

ITX's product plan acknowledged our client's desire to serve additional market segments. After a comprehensive technology audit, ITX consultants compiled a set of fundamental architectural requirements that would support the user experience our client's target segment called for: ease of access to current and future product offerings in a safe and secure online environment.

The ITX architecture is scalable, extensible, and modular and delivers the flexibility our client needs as it modifies and expands on existing features and financial services offerings. This reliable infrastructure also facilitates transmission of large PII data sets via integration and delivers systems and data security beyond legal and regulatory compliance requirements.

Post-build, ITX conducted regular penetration testing, also submitting the application to multiple Veracode scans to ensure security, integrity, and PCI compliance. Using a continuous innovation process, the team went on to regularly enhance the business performance of the site in partnership with the client and its media agency.



Secure Network  
and Systems



PII  
Protection



Vulnerability  
Management



Access  
Control



Monitoring and  
Testing Practices



PCI  
Compliance

## RESULTS

- Our Client's "Trust" metrics revealed dramatic growth in **New User Traffic** (+30%), **Leads Generated** (+40%), and **Application Submissions** (+20%).
- Promotional activities for the app allowed our client and ITX to transform and scale the existing lead-generation landing page into a **best-in-class direct-to-consumer platform**.
- **The app's overwhelming success** inspired our client to create another financial services product, designed to address a pressing need in the same market segment.