

CASE STUDY

Accelerating transformation with Digital MGA innovator, Ripe



About Ripe

A man with glasses and a beard, wearing a blue denim shirt, is smiling and looking at a tablet held by a woman with long brown hair. They are both smiling and appear to be in a casual setting, possibly a home or office. The background is softly blurred, showing a window with light coming through.

Ripe is a leading Digital MGA with a fresh approach to insurance through its unique, customer-first technology, marketing expertise and data analytics.

The company was established in 1998 and has grown rapidly, now offering over **20 products** and serving more than **360,000 customers** across personal and commercial lines. Ripe's ethos is to make insurance easy-to-buy, simple-to-understand, jargon-free and excellent value.

Building adaptable and scalable tech

Ripe creates hyper-targeted insurance products focused on leisure, lifestyle and small business market segments, allowing customers to purchase tailored policies through a quick and easy digital journey.

The company has made substantial investments in IT, e-commerce and digital marketing, which has enabled it to launch new, innovative products quickly and with the confidence that its systems are fast, efficient and robust.

Ripe's proprietary cloud-based underwriting and insurance distribution platform, Juice, has been central to this strategy and uses a powerful microservices architecture and APIs to deploy products rapidly, as well as providing the capability for a white label solution for affinity partners.

“

We built Juice from scratch to incorporate best-of-breed technologies, and be adaptable and scalable so that we can tap into new marketplace opportunities fast with a future-proofed platform. Our proprietary platform is something we are extremely proud of.”

Andrew Harrington, Chief Information Officer , Ripe

The successful delivery of Juice meant the next step for Ripe was to migrate its data and products from its legacy platform.

Harrington said:

“

We wanted to go faster and needed additional development capacity to deliver the migration project and reduce the pressure on my core team.”





Additional capacity to supercharge IT projects

Ripe engaged NashTech to help accelerate this migration.

The NashTech team enabled us to deliver the migration project much faster by using additional development resource. This also enabled us to ensure members of our in-house team were freed up to focus on new product development, which is a key part of our roadmap.

In addition to platform engineering, the teams worked closely together to successfully deliver new capabilities grounded in data science, artificial intelligence (AI) and machine learning (ML), with NashTech providing additional capacity to support Ripe's strategic roadmap.

For example, Ripe engaged NashTech to support on additional Database Administration (DBA). It was also brought on board to translate Ripe's own ML model into a productionised one – again helping to fast-track projects that the in-house team didn't have capacity to cover.

“

We are currently working with NashTech on some pilots in test automation – it's been great to tap into their experts and has helped us move forward with planned tech initiatives at pace.”

Andrew Harrington, Chief Information Officer , Ripe

A positive partnership

A close-up photograph of two people shaking hands. The person on the left is wearing a dark blue patterned suit jacket over a light blue shirt. The person on the right is wearing a light blue sweater. The background is a blurred office environment with other people and computer monitors.

"The relationship with NashTech has been incredibly positive," Harrington confirms.

"We built a strong partnership and the NashTech team helped us deliver the migration project. Their ability to also provide data science and AI expertise makes them a true value-add partner."

We are experts in technology, delivering smart solutions that solve business challenges and create value. Our award-winning teams apply deep expertise and passion to deliver complex IT projects globally.

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