



**Insurance-as-a-Service (IaaS)**  
Insurance, redefined.

Our Insurance-as-a-Service (IaaS) solution combines a digital marketplace, a 50-state digital agency, access to multiple leading insurance carriers, and a diverse product mix to create flexible, market-ready insurance solutions. Both traditional insurance players and new entrants alike leverage our IaaS offering to improve customer loyalty and retention in a competitive market.

Through Bindable's IaaS platform, you can create seamless, omnichannel experiences that leverage your brand to sell insurance through digital channels (including embedded insurance offers) or via licensed agents over the phone. Give customers the choice of insurance products they need, delivered in the manner they prefer, under a name they trust: yours. Enrich relationships with current customers and convert new ones, all while saving time and money.

### Benefits of our IaaS solution

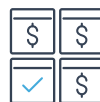
- Avoid the costs of running your own agency and start selling insurance right away with our 50-state, digital agency; turnkey front-end marketplaces; and access to national carriers
- Build the branded digital insurance experience you want without investing in or tackling the complexities of a back-end agency infrastructure
- Generate new revenue and deepen relationships with customers by meeting them where, when, and how they like to shop

## Platform Features



### Branded marketplace sites

Our white label marketplace websites are built with your members or customers in mind. And at the end of the quoting experience, your users get real quotes from insurers, not bogus "quotes" pulled from published rates.



### Auto and home insurance choice

One size doesn't fit all, so we match your customers or members with the best rates and coverages from multiple insurance companies, which can include group discounts (we can help with that, too).



### Digital agency services

Our 50-state, digital agency will assist your customers in finding the best products, rates, and coverage for their needs. With a whole suite of digital products, our marketplace solution seamlessly enables cross-selling to complement current offerings.



### Convertibility

All IaaS partners can transition to our Software-as-a-Service (SaaS) model once they are ready to power their own agencies in-house. Until then, IaaS offers our partners the chance to experiment with and learn from an insurance program before committing more capital.

# Enjoy the commercial outcomes of insurance without the complexities.

**CONSIDER THIS:** A top mortgage origination company is looking for new ways to monetize their customer base while adding complementary services – like relevant embedded insurance offers – to enhance their customer relationships and build loyalty. Using Bindable’s IaaS platform, the organization is able to quickly get to market with a fully branded digital solution supported by experienced agents, where customers are offered personal insurance solutions during their home loan application process.

Now, their customers are able to seamlessly shop multiple insurance products across many leading carriers all in one location, at a time that makes sense, and from a brand they already trust. And if the mortgage lender ever wants to transfer their agency operations in-house, they can easily do so by transitioning to Bindable’s SaaS platform.



## Test, learn, succeed.

With our IaaS solution, you can launch an insurance program that enables you to quickly begin selling insurance without the high upfront costs of an agency or investments in technology. You’ll be able to test and learn, gathering valuable data about what your customers buy and when. From there, you can tailor your product offerings and go-to-market strategies to meet the needs of your customers and your business.

As you grow with us, you’ll have the option to transition to our SaaS model if and when you are ready to power your own insurance agency. We mean it when we say we’ll be with you every step of your insurance journey, ensuring your success.

## About Bindable

Bindable is the InsurTech leader for alternative distribution solutions, enabling organizations across industries to increase revenue and brand loyalty through digital insurance offerings. The proprietary Bindable platform brings together a digital insurance marketplace, PolicyCrusher® agent software, and a full suite of support services to offer flexible, market-ready solutions for insurers, agencies, brokerages, and trusted brands. Bindable’s insurer- and product-agnostic platform allows clients to offer a customized product mix via a branded digital marketplace or an API-powered experience embedded within an existing environment. Customers can license PolicyCrusher® or leverage the capabilities of Bindable’s 50-state, digital agency for speed to market.

*Bindable*®

🌐 [bindable.com](https://bindable.com)

✉ [info@bindable.com](mailto:info@bindable.com)

Get the tools you need to  
sell insurance **better, faster,**  
**smarter with Bindable.**