



trit.IO – build your own platform

Kickstart your digital sales strategy
with our Micro-Platform Development Kit (MPDK)

September 2020



We offer our clients...

...webbased, modular, configurable **CRM-Solutions** for customer interaction and digital sales

...smart and efficient end-to-end solutions for **digital transformation and data management** for corporate applications

...**software solutions for service operations**, e.g. for insurance and fintech applications

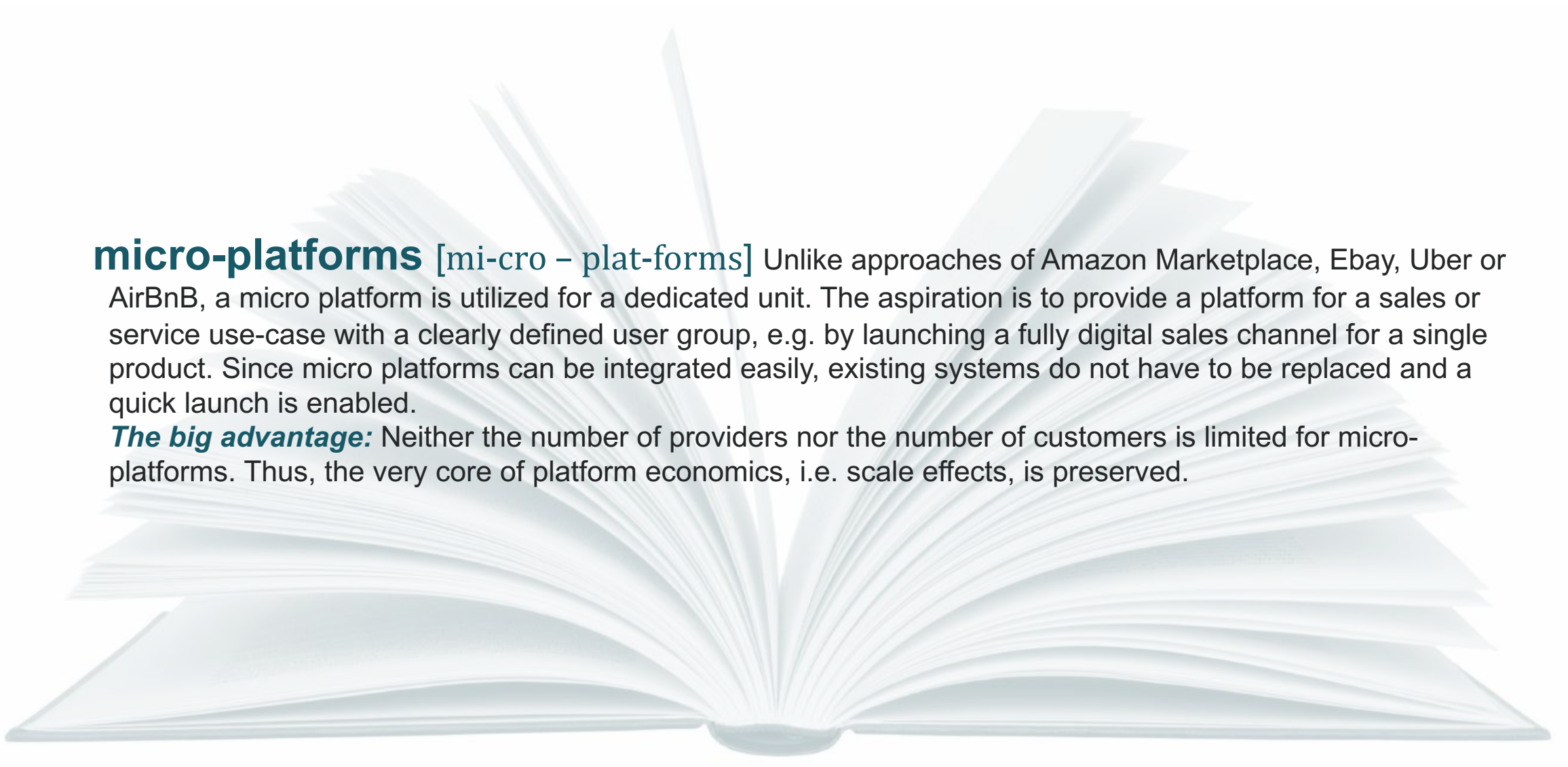


We provide...

...an **experienced, highly professional** development team

...**broad experience and C-Level network** in insurance, sales, and financial services

...practical, functional and efficient applications proven in **reference projects**

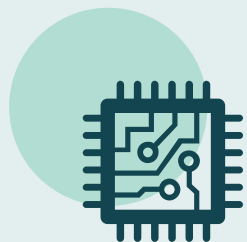


micro-platforms [mi-cro – plat-forms] Unlike approaches of Amazon Marketplace, Ebay, Uber or AirBnB, a micro platform is utilized for a dedicated unit. The aspiration is to provide a platform for a sales or service use-case with a clearly defined user group, e.g. by launching a fully digital sales channel for a single product. Since micro platforms can be integrated easily, existing systems do not have to be replaced and a quick launch is enabled.

The big advantage: Neither the number of providers nor the number of customers is limited for micro-platforms. Thus, the very core of platform economics, i.e. scale effects, is preserved.

Micro-platforms can kickstart digital transformation for individual units/products and offer full scalability

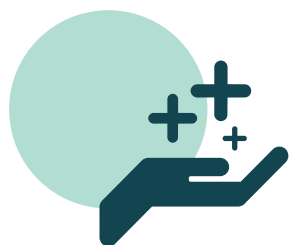
Micro-platforms are...



...utilized for a **clearly defined user group** to fulfill a **dedicated sales or service use-case**

...for example used to provide a **digital sales channel** for a single product

Advantages of micro-platforms



Easy and quick implementation

Existing systems do not have to be replaced

No limits for user numbers on buyer and seller side

Simple full integration into existing system landscape

Limitless scale effects, thus true platform economics



3H Solutions offers a full MPDK (Micro-Platform Development Kit) based on the proprietary CRM-solution trit.IO

trit.IO-CRM offers...



- Fully **configurable, modular** CRM-system
- Dedicated **toolkits** for customer interaction, data handling, sales management etc.
- **Seamless** import of existing data



... an easy to use MPDK



Simple digitalization of existing processes



Efficient mapping of work-flows to **optimize customer interaction** and **user experience** (sales.engine)



Fast onboarding of brokers/sales agents



Automation of service operations and decision making **enables scaling** of sales, operations and controlling




Structured handling of generated data for further sales approaches (sales-trigger)

Any sales and service work-flow can be embedded in trit.IO using MPDK

Reference Project

Go-live on July 1st, 2020

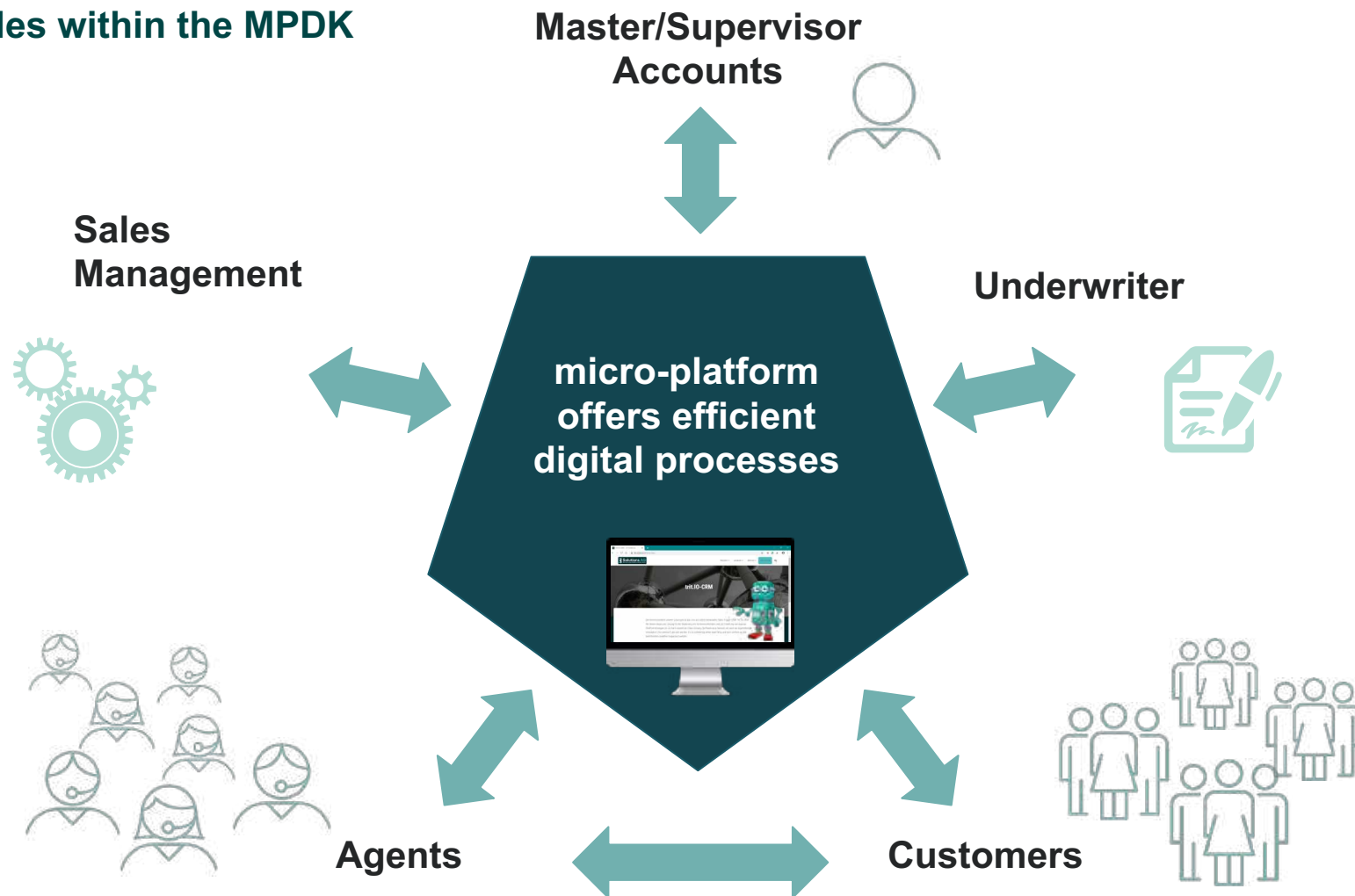
- Implementation of a digital **sales and underwriting platform**
- Developed in **cooperation with a globally leading risk management, insurance and consulting company**
- **Digital mapping of a liability insurance product** (incl. application process, calculator core, automated scoring, issuing of policy, controlling)
- Inclusion of a **third-party underwriting company** based in London (as well as Lloyds of London as risk carrier)
- **Integrated interface** to a leading **Canadian insurance distribution company**
- After one week >10% of brokers have **completed the onboarding process** and were active in the new system



First MPDK-Project successfully launched in a global environment

A holistic role model enables usage of the platform by brokers, agents and end customers alike

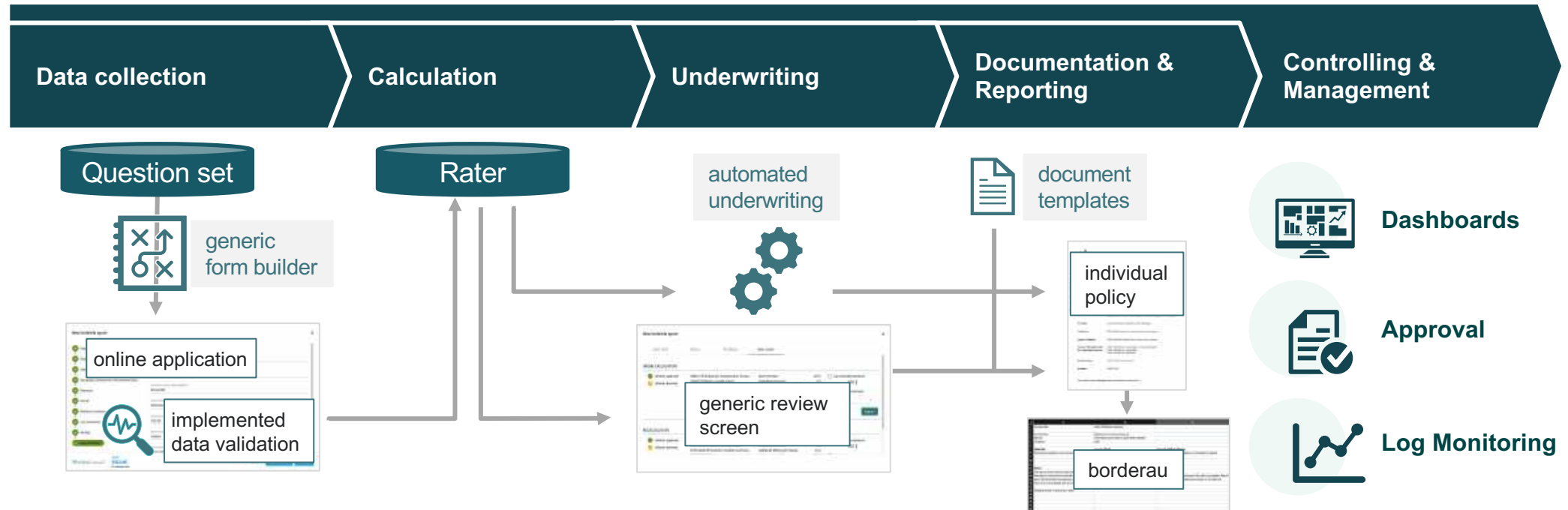
Roles within the MPDK



- Holistic role-model that can be tailored to skill levels and clearances
- Full scalability and quick set-up ensured

Your business workflow can be represented, managed and supported in the MPDK-ecosystem

End-to-end business process mapping



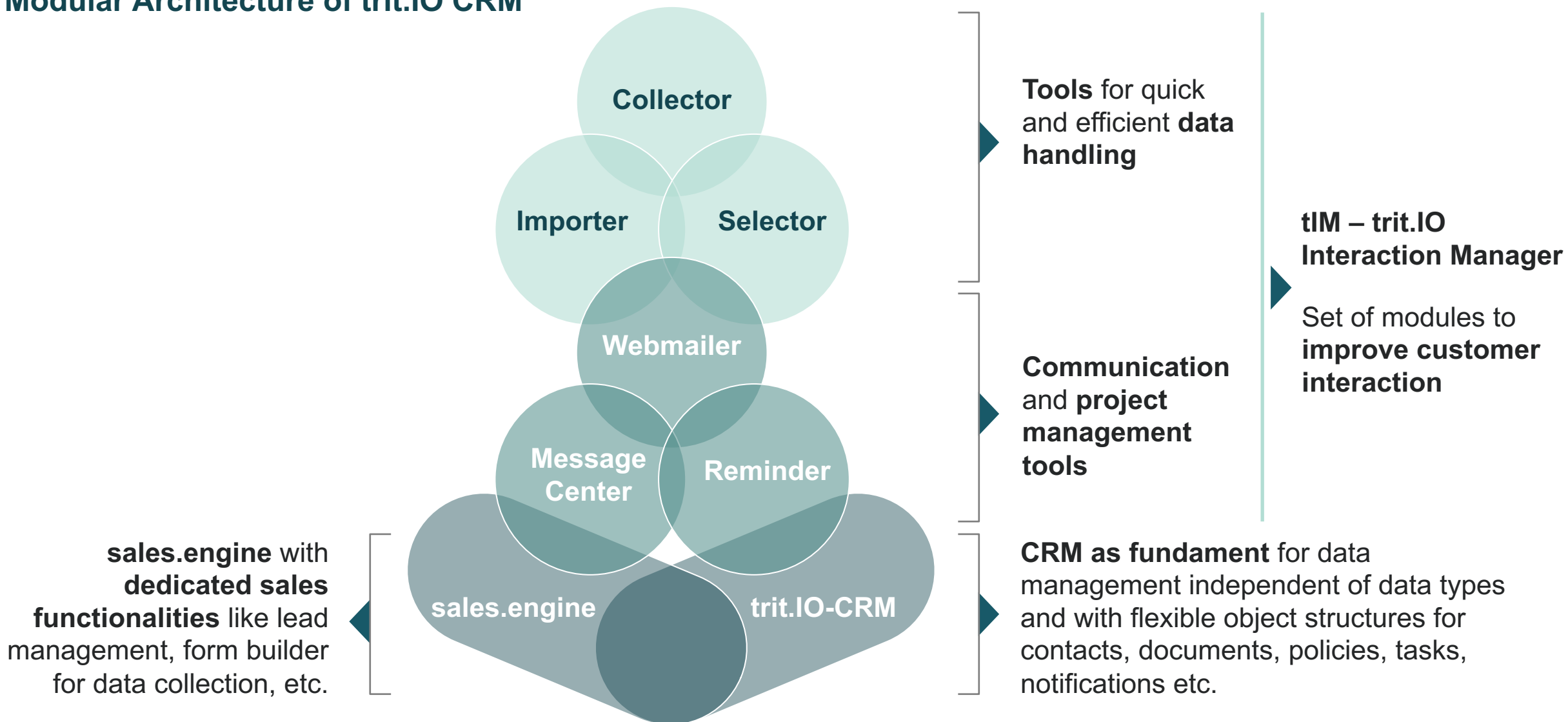
Content/ Functionalities (examples)

- **Import of existing datasets** of any format
- Structured **collection of customer data** along configurable form
- **Client calculation algorithms** can be embedded for assessment, valuation etc.
- **Digital underwriting workflows**
- **Single source of data** ensures consistency
- Role management
- Efficient **document generation** and handling
- Direct **workflow documentation**
- **Cascaded dashboards** with meaningful KPIs
- **Digital approval processes**
- **Auditing**

Even complex workflows can be simply mapped to client needs

trit.IO-CRM offers a new dimension for data collection, data handling and optimization of sales workflows

Modular Architecture of trit.IO CRM



Our MPDK based on trit.IO-CRM provides many sales oriented toolboxes and modules that can be tailored to client needs



trit.IO-CRM

Content

- contacts
- tasks
- notes
- document management
- claims
- activities / event history
- dashboard / monitoring
- flexible data model (fuzzy data)
- worker-platform (workflow automation)
- *currently being developed:*
flexible object structure



sales.engine/ hey.sales

- lead/inquiry-management
- integration of third-party-sales-solutions into CRM (sales button)
- form builder (mapping of application processes in trit.IO; including calculator cores, validation, data processing, document generation, controlling)



trit.IO Interaction Manager (tIM)

- Webmailer
- Reminder
- notification-service
- Collector
- Importer
- *currently being developed:*
Selector v2

Module set is continuously expanded – We look forward to fulfilling your platform requirements!



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