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**edge IPK Ensures Flexible Future For Brighter Business  
SMB Insurance Player Selects Innovative Presentation Layer Platform For Web 2.0 Deployment;  
Future-Proofs Integration Whilst Drastically Reducing Time To Market**

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**/24-7PressRelease/** - NEWBURY, UK, February 16, 2008 - edge IPK, the leaders in SOA presentation layer technology, today announced that Brighter Business, a specialist provider of small business insurance, has selected the edgeConnect open presentation layer platform to launch its brand new, Web 2.0, e-commerce website [www.brighterbusiness.co.uk](http://www.brighterbusiness.co.uk). The web-based insurance solution supports a rich HTML/AJAX front-end with extensive integration capabilities on the back-end, providing a flexible and robust system accessible through multiple presentations. edge IPK's "zero code" approach hides highly complex development techniques, giving business the power to drive new initiatives whilst reducing time to market.

The solution, designed around more than 60 dynamic, industry-specific question sets and 12 types of insurance cover, was delivered to Brighter Business in just three months. The "top-down" design approach that characterises edgeConnect, allowed edge IPK consultants to quickly provide Brighter Business with an early visualisation view point of the website and its underlying features. This industry-leading capability also allowed edge IPK to update Brighter Business throughout the design and development process, saving both the time and money often wasted on amendments and back-tracking.

"Launching the Brighter Business e-commerce site was absolutely critical to our plans and this meant creating a complex website in a short space of time without compromising quality or flexibility - edge IPK gave us exactly that and more," said Robert Bartlett, Founder and Managing Director, Brighter Business. "By using an open platform such as edgeConnect, we can make sure that we won't have any integration issues further down the line which gives us multiple knock-on benefits: we're not tied down to any one vendor or partner and our time to market capabilities give us the competitive edge we need in such a busy market place."

edgeConnect also provides Brighter Business with multiple presentations, for public visitors, call centre staff and affiliate parties. The presentation combines an intuitive AJAX-based website that is simple to navigate, with a fast ratings engine developed by edge IPK itself. This allows 24-hour access and response, ensuring that customers are serviced quickly and efficiently even outside normal working hours.

"Brighter Business is a fantastic example of what edgeConnect is capable of, showcasing a clean front-end with a multifaceted feature set behind it all. We're proud to be involved in a project that has been delivered in such a short timeframe and has already begun to demonstrate benefits," commented Mike Williams, CEO, edge IPK. "In addition to an initial quick time to market, Brighter Business has invested in technology that will bring even more benefits down the line, with unrivalled integration possibilities. Insurance can be a slow moving sector when it comes to new technology adoption, but we're beginning to see this trend challenged, with the likes of Brighter Business setting the standard."

edgeConnect allows business analysts to create browser based applications without the need for knowing script languages like Active Server Pages or Java Server Pages. In addition to this the user is shielded from development considerations for online, offline, portal and composite applications.

**About edge IPK**

edge IPK delivers innovative business process solutions based on Open Presentation Platform (OPP). The company's mission is to become the leading international provider of OPP, bringing business and IT together.

Through its flagship product, edgeConnect, edge IPK aims to significantly reduce the development time and cost of building front-end applications.

edge IPK accelerates business evolution, by enabling organisations to rapidly develop and manage business applications to support multiple users interfaces and presentations through a single process. The company helps its clients to develop software applications using a 'write once, publish many times' model.

The company has extensive experience in financial services, with a blue chip customer base, which includes ABN AMRO, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at [www.edgeIPK.com](http://www.edgeIPK.com)