

**Lysander PR**  
**Press Release for TriSystems**

**TriSystems racks up competition with launch of e-business platform for brokers**

15 January, 2010: London Market technology specialists TriSystems will launch a new electronic broking service, Lime-St.com, designed exclusively for brokers and branded as “the broker’s friendliest and most cost-effective e-business platform.”

Lime-St.com provides a comprehensive e-business service as a cost-effective alternative to other market offerings, charging users annually from only £500 per seat but without imposing any transaction charges or licenses on the underwriters. With a minimum of only five seats per customer, even the smallest of the market’s 176 registered Lloyd’s brokers can now afford access to the market modernising technology.

The platform communicates electronic endorsements and placings with underwriters using ACORD messaging over the Lloyd’s Exchange together with A&S (Accounting and Settlement) and ECF (Electronic Claims File) via the Insurance Market Repository. All functions are accessed through a single, simple user portal on the internet with no additional hardware or software needed.

Jeff Ward, business development director at TriSystems, says that Lime-St.com is now the easiest way for SME broking firms to access the Lloyd’s Exchange:

“We will stop the creation of a two-speed market where the benefits can only be reaped by those who can either afford the expensive new technology, or have the power to force their trading partners to help pay for it.”

“TriSystems is creating a level playing field with a commodity price for all brokers, whatever their size, without imposing divisive transaction charges on the underwriters,” he added.

Lime-St.com launches next month, quickly following on from the recent joint announcement by Willis, Marsh and Aon that they would be undertaking endorsements electronically over the Lloyd’s Exchange during 2010.

For more information on the features and benefits of the platform visit: [www.Lime-St.com](http://www.Lime-St.com)

**Notes for Editors**

**TriSystems**

Specialising in consultancy, solutions and services for the insurance industry, TriSystems has been working with insurance practitioners since 1992 providing its knowledge and expertise for the benefit of brokers and underwriters.

The directors and management team of the company each have over 20 years of IT experience, and are committed to London Market modernisation and making Lime-St.com an integral part of this progress.

TriSystems is based in the City of London and now employs 45 people.

For more information: <http://www.trisystems.co.uk>

**Contact**

Roddy Langley  
Lysander PR  
07740 633 296  
[rodny@lysanderpr.com](mailto:rodny@lysanderpr.com)

Jeff Ward,  
Business Development Director  
TriSystems Ltd  
0207 264 0880  
[jward@trisystems.co.uk](mailto:jward@trisystems.co.uk)