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RDT APPOINTS NEW SALES AND MARKETING DIRECTOR TO SUPPORT GROWTH STRATEGY

Insurance administration solutions specialist RDT has appointed industry expert Debbie Baker as its Sales and Marketing Director to support business growth.

Baker brings significant insurance experience to the role, having worked within the UK retail insurance market and technology companies supplying the sector for over two decades. Her appointment is a strategic move for RDT as the firm enters a new phase of expansion. RDT Chief Executive Mark Bates explains: "2009 was a very successful year for RDT and the demand for our products and services is as high, if not more so, as we enter 2010. Insurers are reviewing and replacing legacy systems with more agile technology to support their business aims. Debbie's appointment to our senior management team will help us support this demand."

Baker is very excited by the opportunities that her new role offers, commenting: "RDT is an entrepreneurial company, led by people with a passion for innovation. Our solutions are both cutting edge and proven, two words in my experience you rarely hear together in the insurance IT space! Landscape.net is functionally rich, intuitive and easy to use, it has proven to dramatically collapse lead times on new product launches, reduce operating costs and help improve our customers' service to their clients and partners. I am looking forward to working with current and new customers identifying how our solutions can help meet their business challenges".

Mark Bates concludes: "Debbie has been in the insurance business for over 25 years and is well respected by her peers across the industry - we are delighted to have her on board."

Baker joins RDT from Kewill, where she was Business Unit Director - Insurance.

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Editor's Notes

About RDT

Founded in 1992, RDT has a wealth of experience in developing new automated administration solutions for the insurance market, commencing with a Unix-based general insurance system for a Lloyd's motor syndicate followed by the first UK on-line website with real time credit card transactions in 1995. RDT's core insurance administration solution has since evolved in line with the dynamics of the insurance market and is now branded Landscape.

Developed on the .NET platform, Landscape is a complete end to end insurance administration system which automates back office administrative processes, reducing customer service turnaround time and supporting all business operations from product design, rating, through to policy issue, claims and billing. Complete support for full cycle EDI and bordereaux import/export are also available. The solution supports both personal and commercial lines of business and is able to accommodate multiple currencies. With its Landscape suite of products RDT is well placed to meet the needs of innovative insurance carriers looking for a variety of electronic placement methods and a desire to utilise the Internet to full advantage. RDT works with a range of leading insurers including Carraig, Equity, Highway, KGM, Provident, Sterling and Towergate.

www.rdt.co.uk

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