

ON A SECRET SUBMISSION

Adapting to changes in the way people work caused by the Covid-19 pandemic

Quest Marine Hull

Dashboard

Portfolio

Active risk manager

Account & vessel list

Watchlist

Claims management

Reporting

Submissions

Hide sidebar

Submissions / Tracker

James B JB

Submissions

Tracker Dashboard Settings

Search for an account, broking house, or assignee...

Fleet size Product Hull policy score Date created Status

INBOX (4)

IN REVIEW (2)

Container Fleet Co.
23 Jan 2020 at 09:34
HISL Brokers Ltd
40 vessels
Hull, Machinery, & War
READY FOR REVIEW Unassigned

Freeworld Shipping
23 Jan 2020 at 09:34
Ed Broking LLP
34 vessels
Hull & War
READY FOR REVIEW Unassigned

Continental Shipping Ltd.
23 Jan 2020 at 09:34
Marsh
35 vessels
Product not selected
INCOMPLETE Unassigned

Southern Seas
23 Jan 2020 at 09:34
Dashwood Brewer & Phipps Ltd
Vessel list not available
Hull & Machinery
INCOMPLETE Unassigned

Lightspeed Transportation
23 Jan 2020 at 09:34
Marine, Aviation & General Ltd.
23 vessels
Hull & Machinery
Unassigned John S

Hyper Global Shipping
23 Jan 2020 at 09:34
JLT Specialty Limited
15 vessels
Hull & War
Unassigned John S

Quest Marine Hull

Submissions / Tracker

James B JB

Submissions

Tracker Dashboard Settings

Search for an account, broking house, or assignee...

Fleet size Product Hull policy score Date created Status

Continental Shipping Ltd.

INBOX READY FOR REVIEW

Submission information:

Account: Continental Shipping Ltd.

Broking house: Concirrus

Broker name: Sam Mellet

Date created: 17-Jan-2020

Number of vessels: 18

Vessel schedule: Incomplete

Product: Hull & IV

Hull policy score: 8

Vessel type overview:

Bulk Carrier (8)

Container Ship (3)

Reefer (17)

LNG Tanker (25)

View submission overview

Quest Marine Hull

Submissions / Submission Overview

James B JB

Submission Overview

Policy fields Submission details

Submission information

Broking house: Concirrus

Broker: Sam Mellet

Date created: 17-Jan-2020

Assignee: Click to assign a user

Policy requirements

Choose an account

Which account would you like this policy attributed to?

Or is this a new account?

Product

Which product would you like to attribute your policy to?

Vessel schedule

Vessel name IMO Number Sum Insured

Save submission

Quest Marine Hull

Submissions / Dashboard

James B JB

Submissions

Tracker Dashboard Settings

Creation date Inception date Broking house Broker Underwriter Business type Channel

Reset filters

Submission summary

210

Total submissions

10

Inbox

38

In progress

162

Done

Inbox

7

Incomplete

3

Ready for review

In progress

15

In review

23

Quoted

Done

103

Written

16

Not won

43

Declined

Premium by Submission Status

This card shows the distribution of your total premium across submissions and total exposure based upon potential submissions

Total current premium

\$325,000

Based on 103 submissions/policies

Total potential premium

\$1,324,000

Based on 151 submissions/policies

Premium

\$1.2m

\$1m

\$800k

\$600k

\$400k

\$200k

0

INBOX

IN PROGRESS

WRITTEN

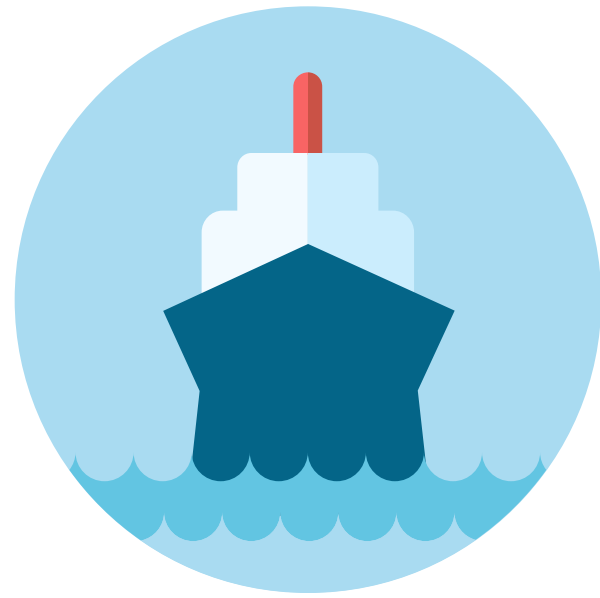
NOT WON

DECLINED

WHAT IS A SUBMISSION?



A submission is a proposal for insurance to an underwriter



Fleet Owner

An individual or organisation with one or more vessels that require insurance. They reach out to a broker to find a suitable insurance policy that will fit the specific needs of their fleet.



Broker

The broker will gather key information such as vessel IMO numbers and claims history and package them into a submission. This submission is then sent out to various underwriters.



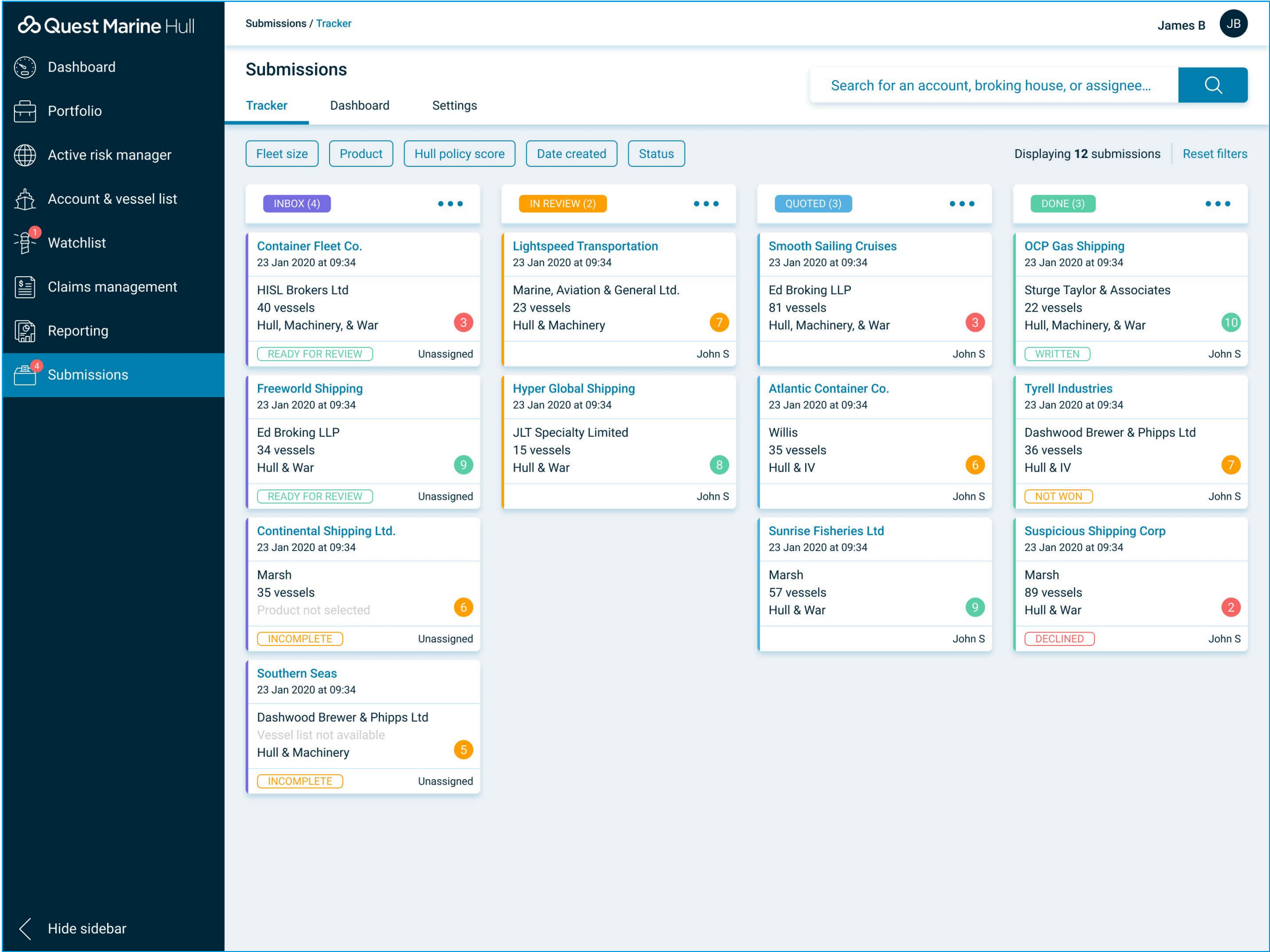
Underwriter

Underwriters will analyse all the information in a submission, decide whether it is a risk they are comfortable with, and then respond to the broker with a quote for insuring the fleet.

Early discussions about the problem space identified four main problems to overcome

- 1. Marine insurance is a bit old fashioned**
 - Lots of printing things out, visiting people at their desks, and handing them lots of paper to look at
- 2. Data has to be entered manually into one or more systems**
 - Data from 'submissions' had to be manually entered into various systems before it can be analysed
- 3. Submission data is sometimes missing, incomplete, or outdated**
 - Sometimes vessels might be missing an IMO or other data, and that has to be hunted down manually
- 4. No automated analysis of the data**
 - Even once all the data is collected and entered, it still needs analysing to become useful information

WHAT DID WE WANT TO BUILD?



Submissions is a workflow tool set designed and developed as a module for our Quest Marine Hull product, and later scoped out for inclusion in our Quest Cargo product.

Its primary purpose was to modernise how marine insurance underwriters manage and assess incoming business in a post-Covid world where the traditional way of doing business was not currently viable.

The key idea was to use Optical Character Recognition and Machine Learning to ingest data from emails and documents, and then scan them for relevant information such as financials, claims data, and vessel IMOs.

This information would then be automatically populated into a digital submission which could be improved with our own data modelling scores.

The submissions could then become a draft or quote policy at the click of a button. This would mean a policy could be assessed for risk in a matter of minutes from when it was received via email, with no manual data entry.

So why spend the time and resources building this new feature?



A New USP

Automatic processing of submissions is a feature none of our competitors offer. Getting it to market quickly provides Quest Marine Hull with a new USP.



Improved Stickiness

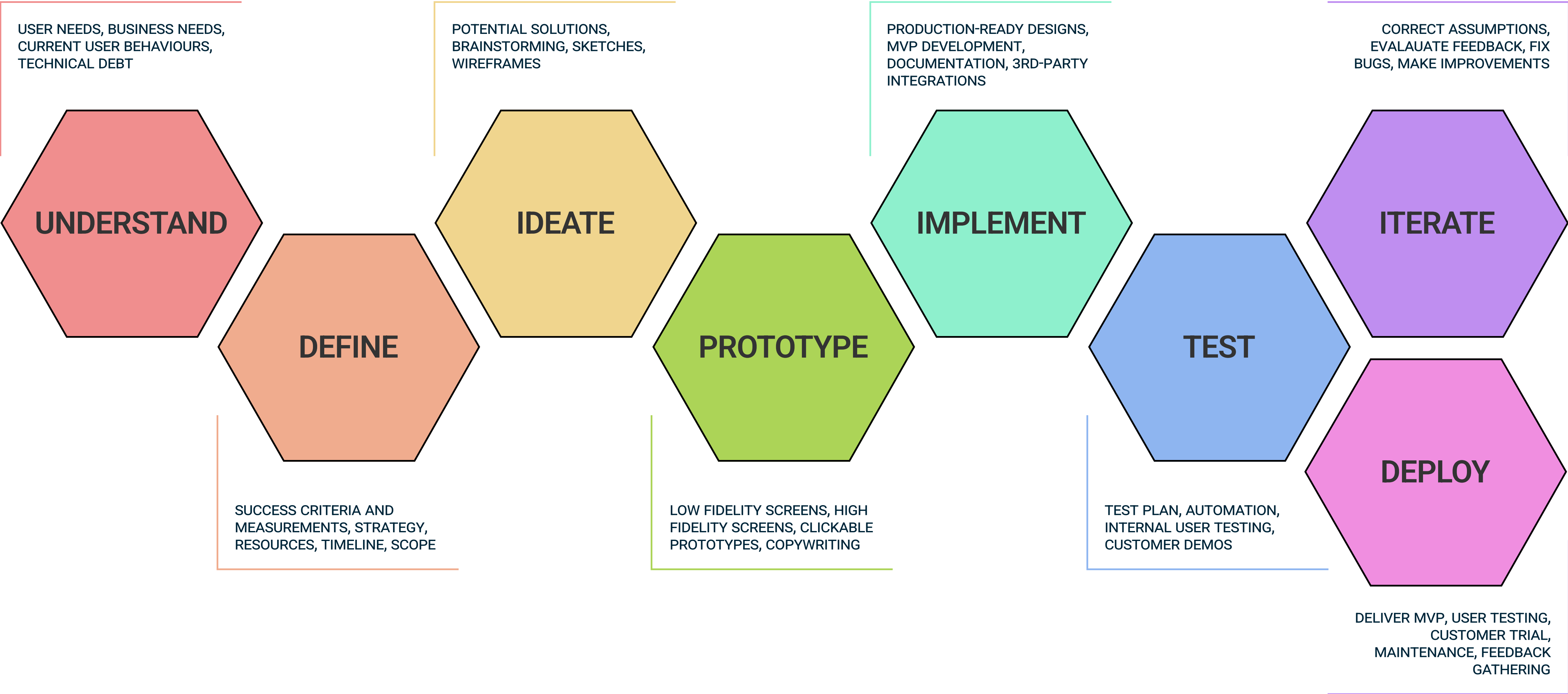
Integrating more tightly into additional parts of our customers' daily workflows means increased reliance on our products and improved customer retention.



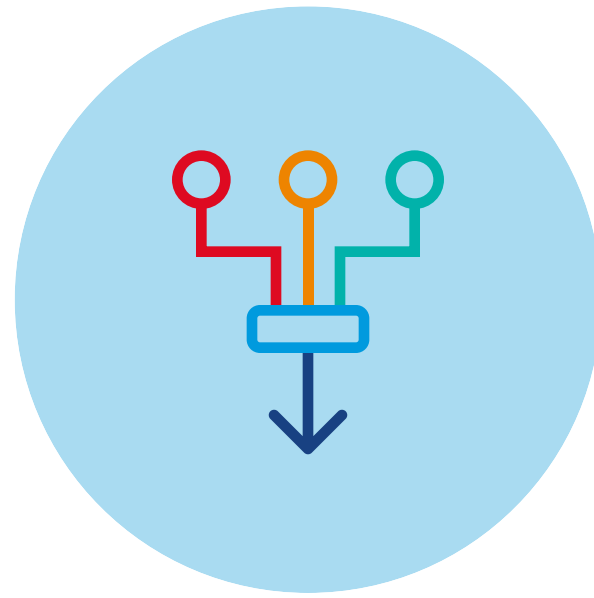
Increased Revenue

As a completely new piece of functionality, the submissions module could be an up sell to existing contracts and also bring in new business.

DESIGN AND DEVELOPMENT PROCESS



The proposed solution and how we could add value were defined early on in the discovery process



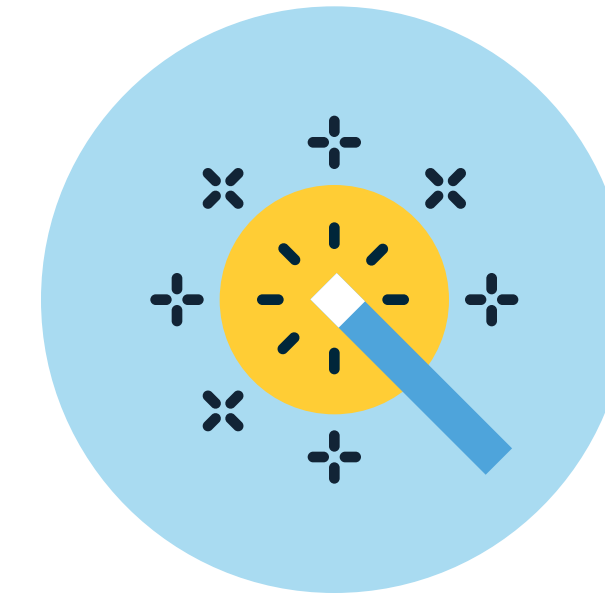
Ingest

Submissions are already being sent around by email. Using a dedicated email inbox we can ingest these emails and their contents to be analysed.



Analyse + Automate

Using technologies such as machine learning and optical character recognition we can scan the incoming emails and attachments for relevant data, and automatically populate them into a digital submission

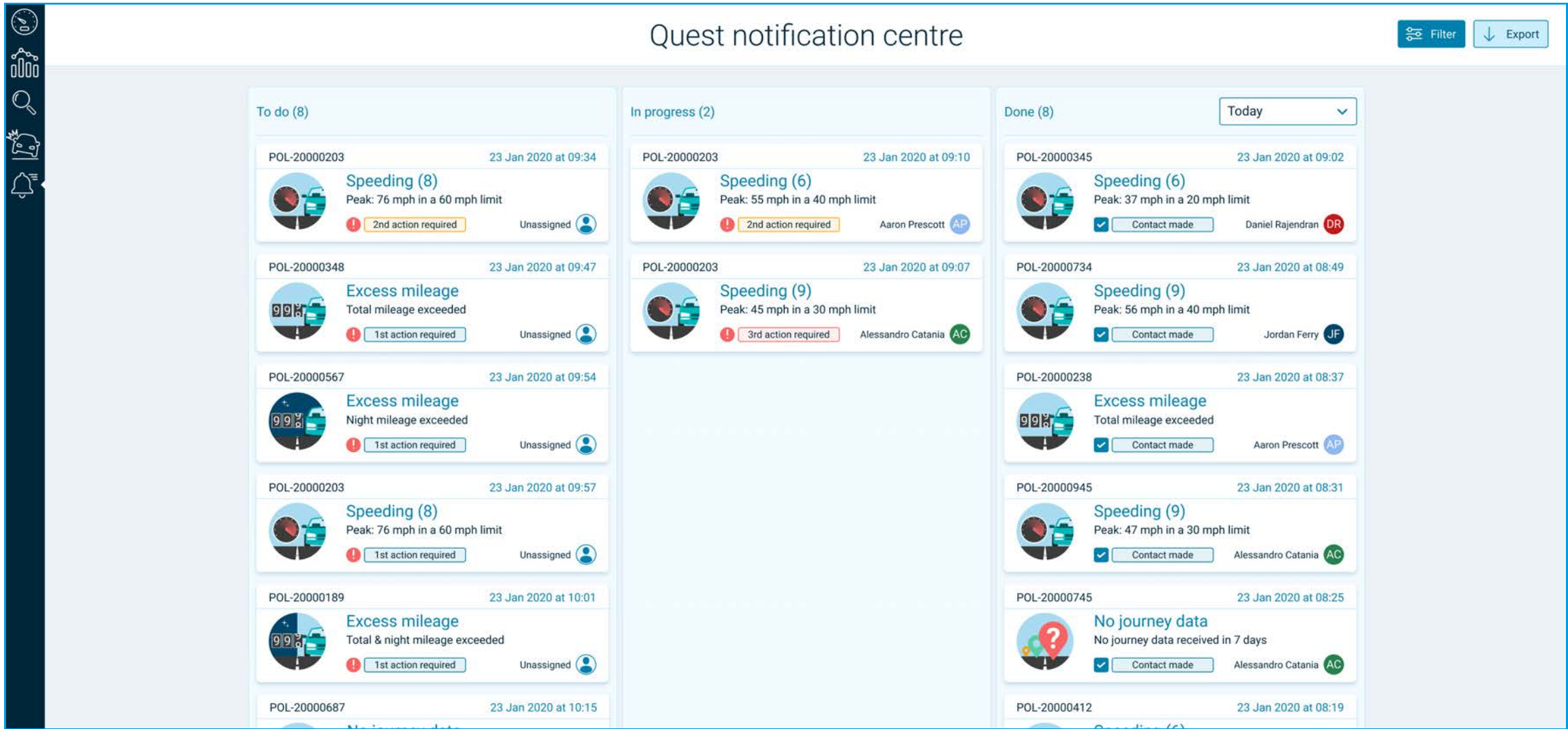


Enrich

With our own data models and other third party data sources, we can clean the incoming data, find missing information, and enrich the submissions with additional information to speed up the decision making process.

Having defined the problems, we were able to set the scope of what we wanted the product to achieve

- 1. Integrated seamlessly with Quest Marine Hull**
 - The new submissions module would be built on top of our existing platform, and should share it's technology stack and design language
- 2. Trello-style workflow interface**
 - Data extracted from emails should be displayed as individual cards with key data such as fleet name, risk score, and product type visible at a glance
- 3. Enhanced and detailed views**
 - Each submission should have additional views where a complete set of data attributes can be reviewed and edited
- 4. Automatic policy creation**
 - Users should be able to automatically create policies from any submission that fits their risk appetite profile



A primary feature of Quest Automotive was it's notification centre, a card-based work flow tool that allowed call centre operatives at our client car insurer to pick up various notifications and progress them from one state to another.

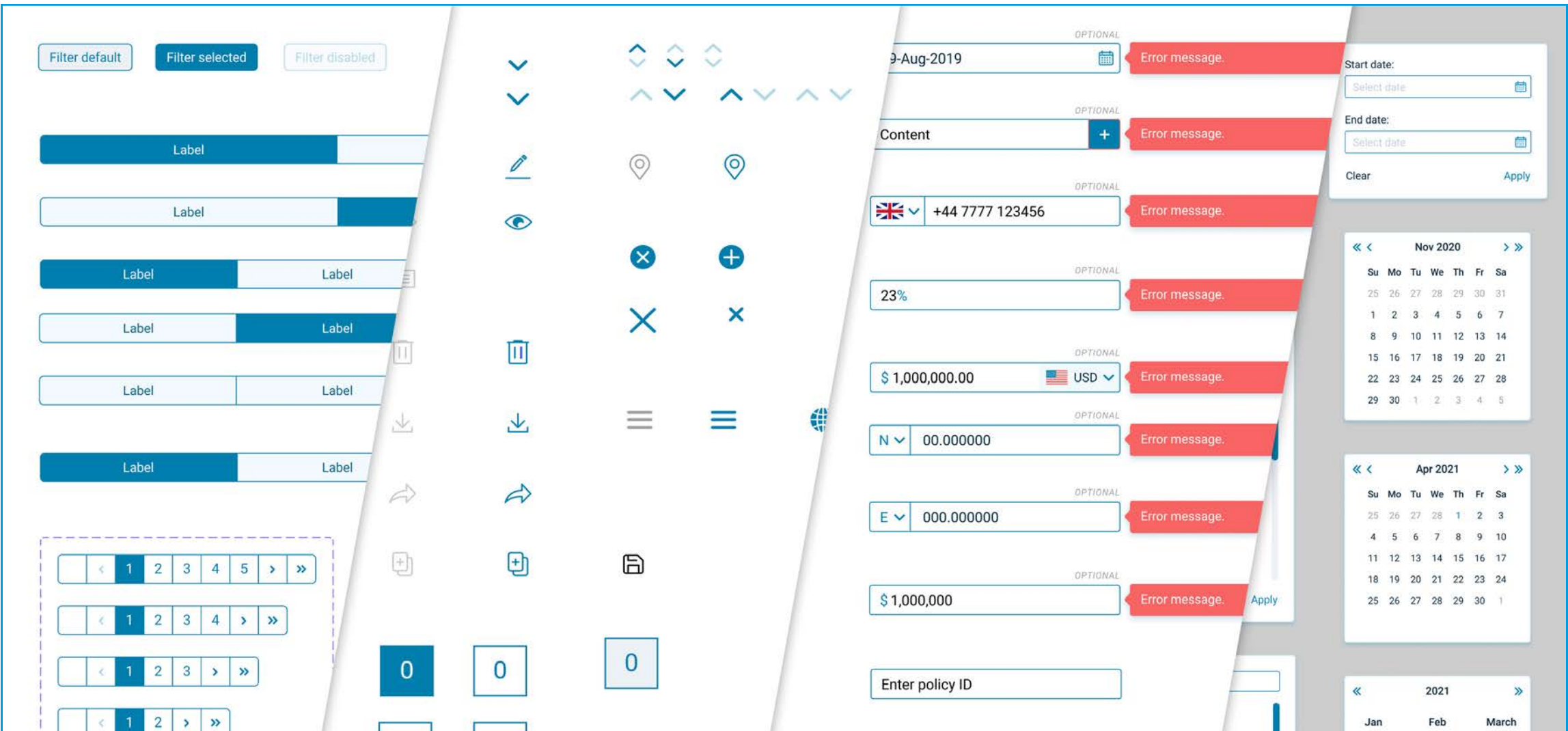
This is multi-column card-based layout was the planned base for Submissions, where each card would represent a single incoming email that had been converted into a submission.

The submissions could then be progressed from one column to another as they changed status and were eventually resolved.

A lot of time and effort had been dedicated to our cross-product component library in Figma, which would later become the basis for Stratus, our product and engineering design system.

Whilst submissions would require some completely new UI components, many would come from Quest Marine Hull, and were already built in a way that meant they could be easily reused for the submissions module MVP.

This would greatly speed up development of the initial high fidelity designs, as I could reused menus, icons, navigation elements, and more.



The project goals were initially very business driven, but the product team had their own

BUSINESS GOALS

Rapid development

Our aim was to have a working MVP within 3 months

Active trials

At least two existing Quest Marine Hull customers to agree to a trial

Trial conversion

Customers should convert to a paid license at the end of the trial

PRODUCT GOALS

Accurate

Data must be populated in the right fields 100% of the time

Fast

The time to ingest and analyse emails should be less than 10 minutes

Platform agnostic

The module should integrate with our other SaaS products with minimal rework

As with any team taking on a new project, there are often some hurdles to overcome

PROBLEMS

Lack of product familiarity

I was hired to work on the Automotive product and had spent only a small amount of time with the Marine products

Availability of internal resources

Our data science team are always very busy and wouldn't have capacity to support the data modelling activities we required

Short time frames

We needed to produce an MVP very quickly to capitalise on how business was rapidly changing

Lack of domain knowledge

I'd had very little exposure to the way marine insurance operated, since joining Concirrus

SOLUTIONS

Solid support structure

Utilise a cross-functional team who have familiarity with Quest Marine Hull

Decrease reliance on internal resources

Integrate with a third party to support modelling and analysing the incoming submission data

Optimise for fast design

Reuse existing layouts, designs, and components from existing Quest products

Learn from the best

Spend time speaking with internal subject matter experts, existing clients, and our working group

As a design team we used a few key applications during the various stages of our design and development



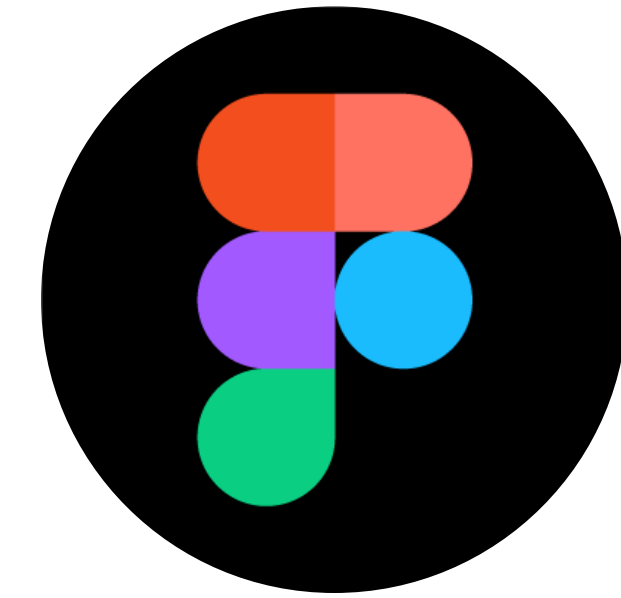
Flows & Journeys

We previously used LucidChart for mapping flows, journeys, and other diagrams. Recently we've moved to using Miro, and additionally use it for brainstorming and other collaborative sessions.



Low Fidelity

When we do very early stage layouts and designs, we often rough things out on pen and paper before translating the basic structures into Balsamiq, to create general layout ideas.

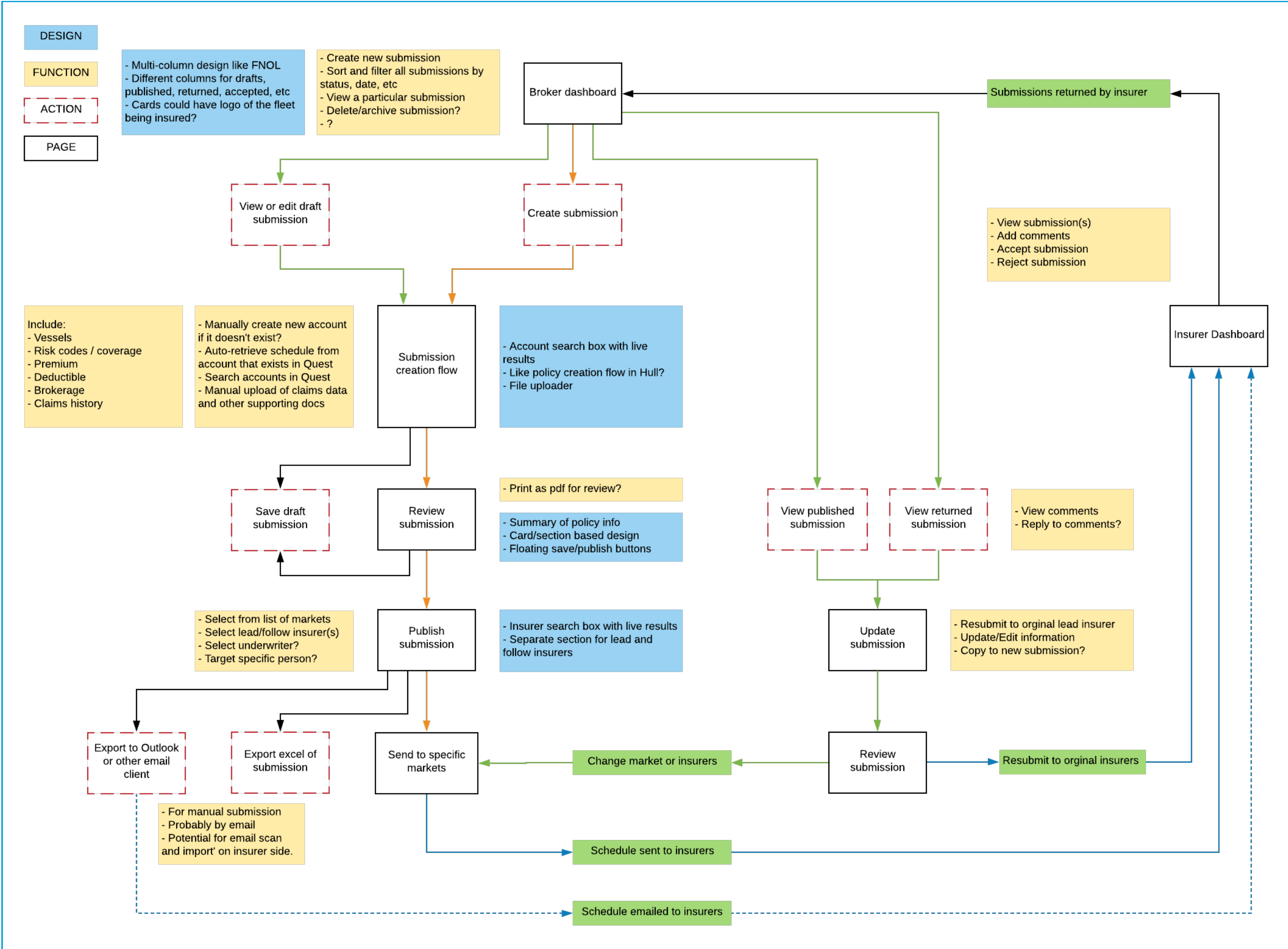
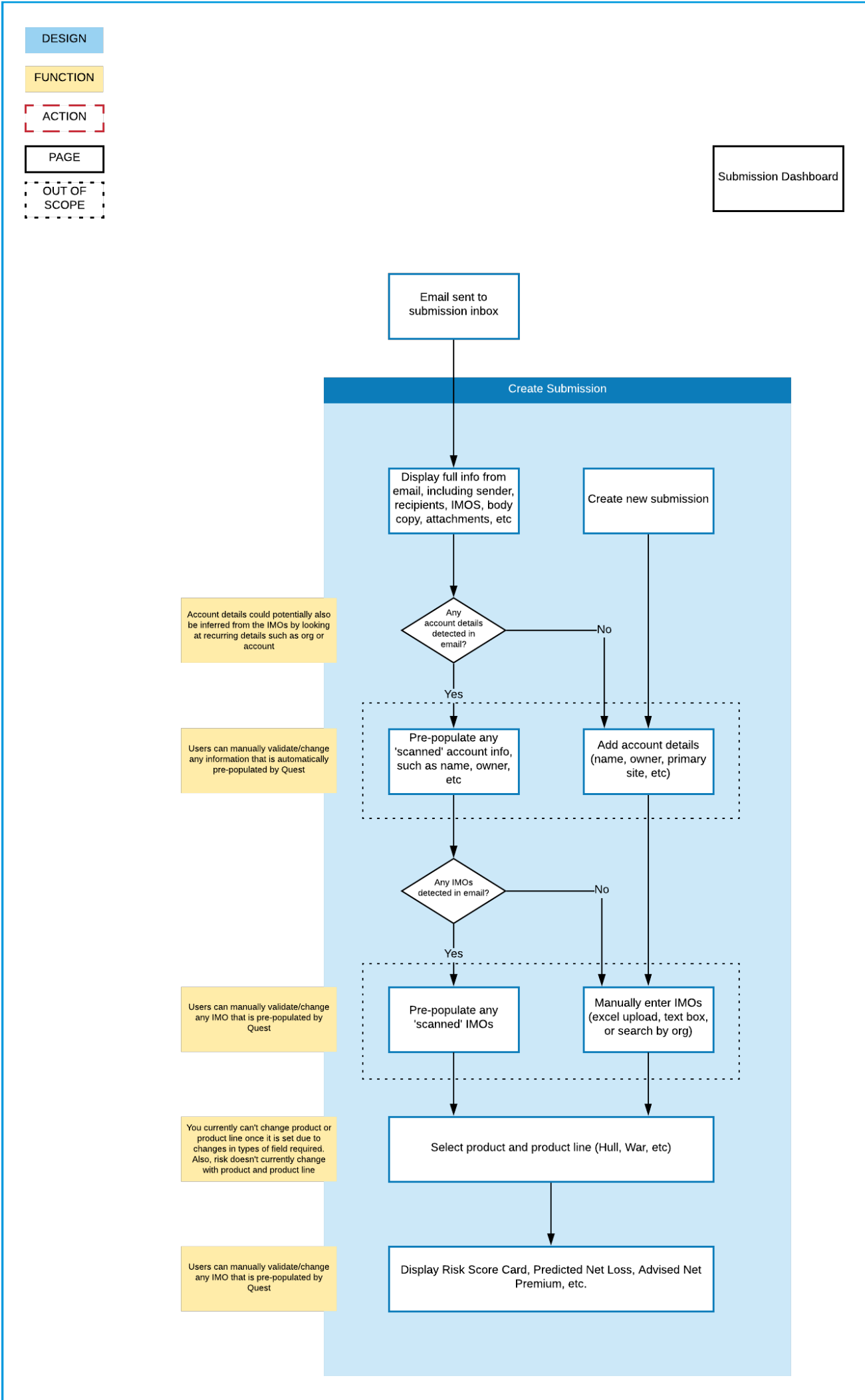


High Fidelity

For our final designs and clickable demos we exclusively use Figma, as it allows us to collaborate quickly and easily across product streams and time zones.



Some examples of the early user flows I mapped out to better understand the problem



I started designing from the bottom up, iterating several times on the cards that would form the tracker

23 Jan 2020 at 09:34

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

2

23 Jan 2020 at 09:34

2

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

Awesome Fleet Co.

23 Jan 2020 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

Awesome Fleet Co.

23/01/20 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

23 Jan 2020 at 09:34

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

8

23 Jan 2020 at 09:34

8

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

Awesome Fleet Co.

Unassigned

Cool Brokerage Company

35 vessels

Hull & War

23 Jan 2020 at 09:34

7

Awesome Fleet Co.

Unassigned

Cool Brokerage Company

35 vessels

Hull & War

23/01/20 at 09:34

7

23 Jan 2020 at 09:34

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

5

SEVERITY

FREQUENCY

23 Jan 2020 at 09:34

5

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

SEVERITY

FREQUENCY

Awesome Fleet Co.

23 Jan 2020 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

Unassigned

Awesome Fleet Co.

23/01/20 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

Unassigned

23 Jan 2020 at 09:34

Awesome Fleet Co.

Cool Brokerage Company

35 vessels

Hull & War

6

SEVERITY

FREQUENCY

Awesome Fleet Co.

23 Jan 2020 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

Unassigned

Awesome Fleet Co.

23 Jan 2020 at 09:34

Cool Brokerage Company

35 vessels

Hull & War

7

Unassigned

Continental Shipping Ltd.

INBOX

READY FOR REVIEW

7m ago

×

Submission information:

Account: Continental Shipping Ltd.

Broker name: Sam Mellet

Inception date: 18-Sep-2021

Number of vessels: 18

Vessel schedule: Incomplete

Product: Hull & IV

Hull policy score:

Assign submission

Move to review

Decline

Set as not won

Delete

Attachments:

Edit

continental-ship....xls

Vessel type overview:

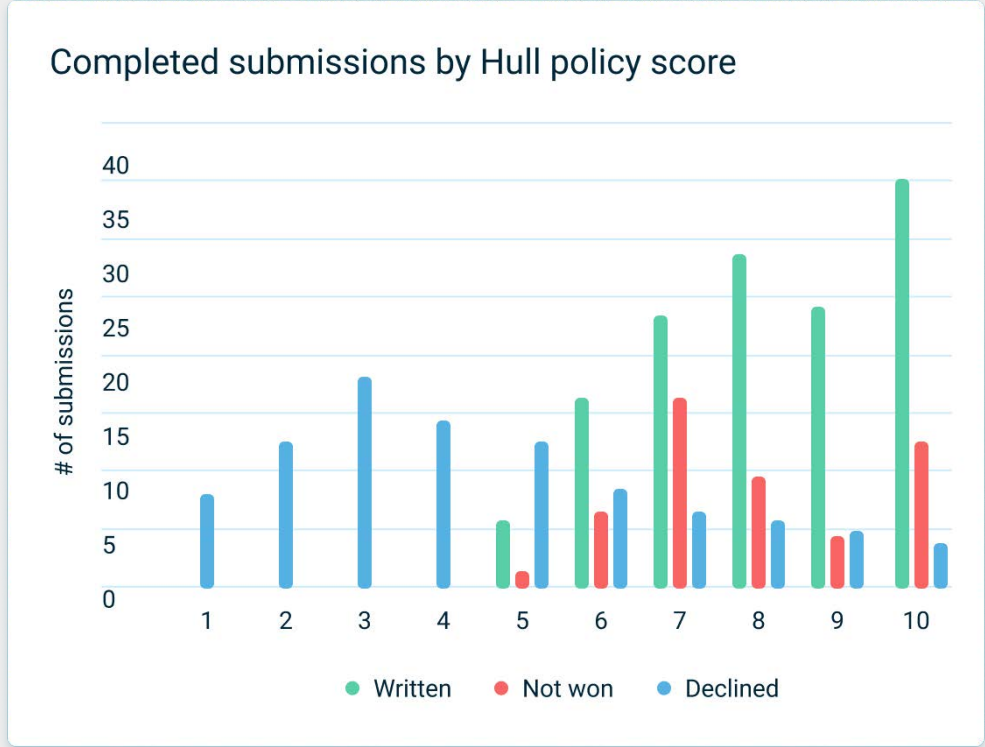
Bulk Carrier (8)

Container Ship (3)

Reefer (17)

LNG Tanker (25)

View submission overview



Submission summary

210

Total submissions

10

Inbox

38

In progress

162

Done

Vessel schedule

Displaying 10 vessels | Quick-fill schedule

<input type="checkbox"/> Vessel name	IMO number	Sum insured	Increased value	Vessel premium	Cover from
<input type="checkbox"/> Panamera	1348480	16,000,000.00 USD	4,000,000.00 USD	73,600.00 USD	25-MAR-20
<input type="checkbox"/> Sulaco	1895047	8,000,000.00 USD	2,000,000.00 USD	36,000.00 USD	02-JAN-21
<input type="checkbox"/> Alaskan Lily	2214083	21,000,000.00 USD	5,250,000.00 USD	98,700.00 USD	18-SEP-20
<input type="checkbox"/> Rocinante	2466633	19,000,000.00 USD	4,750,000.00 USD	100,700.00 USD	13-MAR-20
<input type="checkbox"/> Normandy	2738650	4,500,000.00 USD	1,125,000.00 USD	40,500.00 USD	25-OCT-20
<input type="checkbox"/> Rodger Young	3156034	23,000,000.00 USD	5,750,000.00 USD	23,000.00 USD	09-JUL-20
<input type="checkbox"/> Prometheus	3393592	10,000,000.00 USD	2,500,000.00 USD	34,000.00 USD	08-AUG-20
<input type="checkbox"/> Serenity	4768731	24,000,000.00 USD	6,000,000.00 USD	134,400.00 USD	26-NOV-20
<input type="checkbox"/> Discovery	4959523	9,500,000.00 USD	2,375,000.00 USD	42,500.00 USD	14-FEB-20
<input type="checkbox"/> Athena	5355501	7,350,000.00 USD	1,837,500.00 USD	35,000.00 USD	29-APR-21

Add vessels

Remove vessels

Inbox

7

Incomplete

3

Ready for review

~3.2 submissions received per day

In progress

15

In review

23

Quoted

~4.2 days to review

Done

103

Written

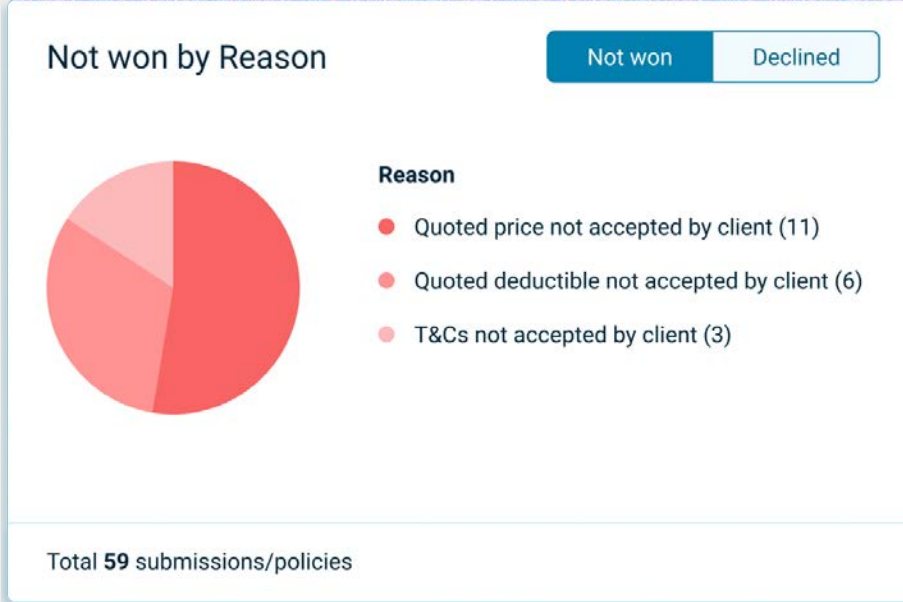
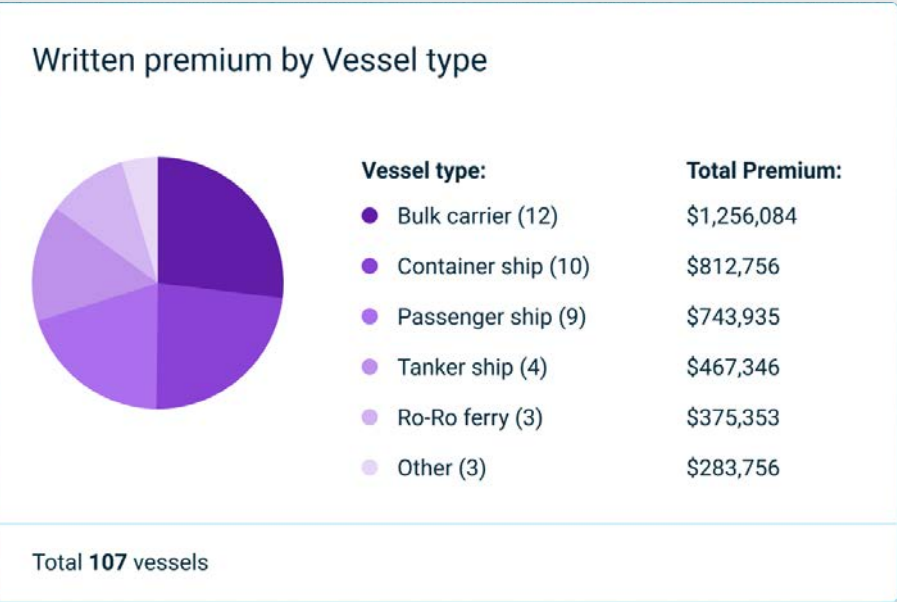
16

Not won

43

Declined

63.6% hit rate



Hyper Global Shipping

Inception date: 23 Jan 2020

4d ago

JLT Specialty Limited

15 vessels

Hull & War

8

John S

Atlantic Container Co.

Inception date: 23 Jan 2020

1w ago

Willis

35 vessels

Hull & IV

6

John S

Container Fleet Co.

Inception date: 23 Jan 2020

7m ago

HISL Brokers Ltd

40 vessels

Hull, Machinery, & War

READY FOR REVIEW

Unassigned

Lightspeed Transportation

Inception date: 23 Jan 2020

4d ago

Marine, Aviation & General Ltd.

23 vessels

Hull & Machinery

7

John S

Smooth Sailing Cruises

Inception date: 23 Jan 2020

1w ago

Ed Broking LLP

81 vessels

Hull, Machinery, & War

3

John S

OCP Gas Shipping

Inception date: 23 Jan 2020

3w ago

Sturge Taylor & Associates

22 vessels

Hull, Machinery, & War

WRITTEN

John S

We had numerous resources for getting initial feedback on the value proposition of our Submissions tool



SMEs

We first talked to our internal Subject Matter Experts who had experience working at or with marine insurance underwriters, to best understand the problem that potential clients are facing.



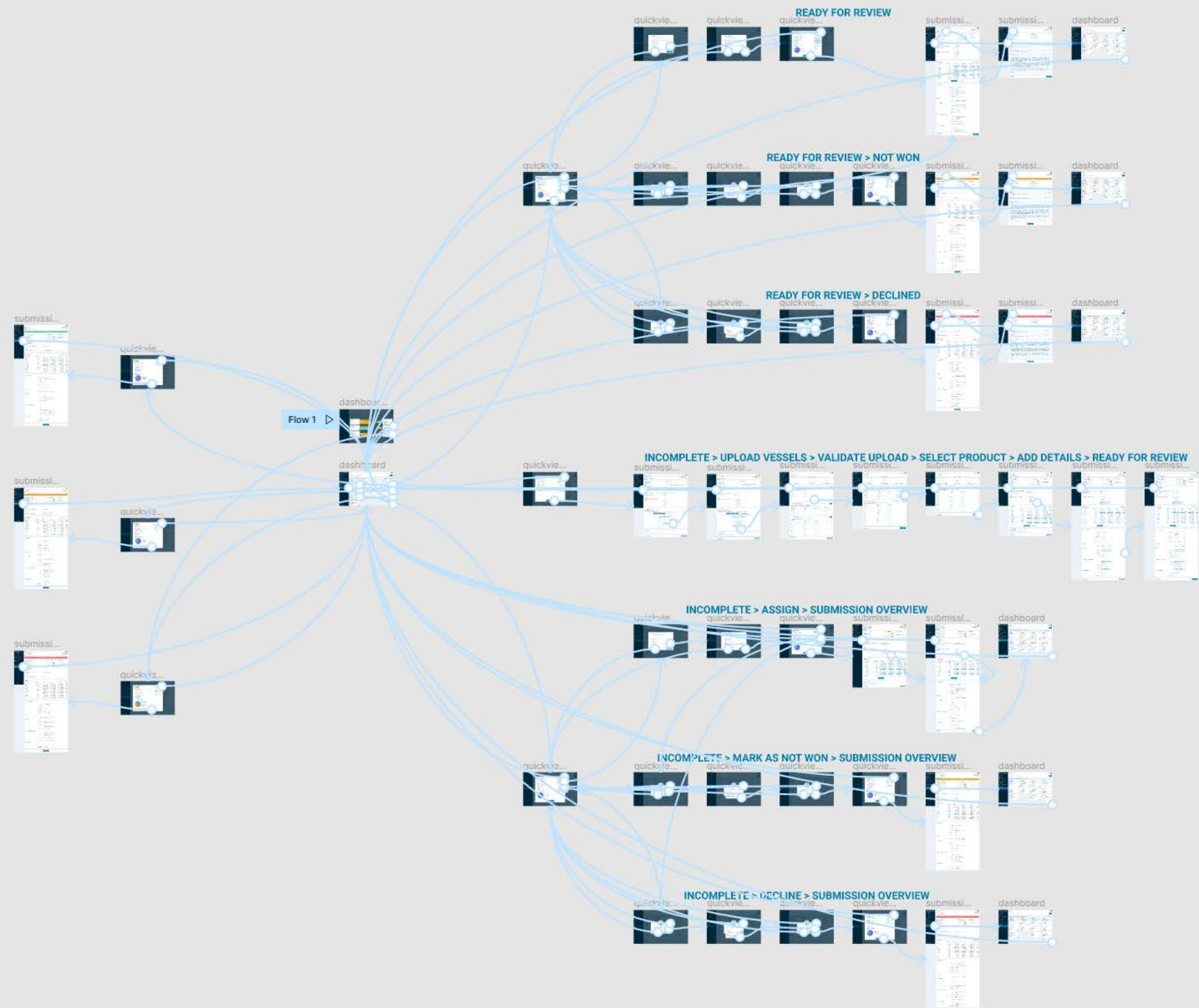
Existing Clients

We then spoke to some of our existing underwriter clients who use Quest Marine Hull and might be interested in participating in a trial of the product, and helping to train our data models.



Working Group

Finally we assembled a 'Working Group' that consisted of team members familiar with our potential trial clients and their business, but were not necessarily marine insurance SMEs.



As design and development of the submissions module continued, we made sure to gather regular feedback



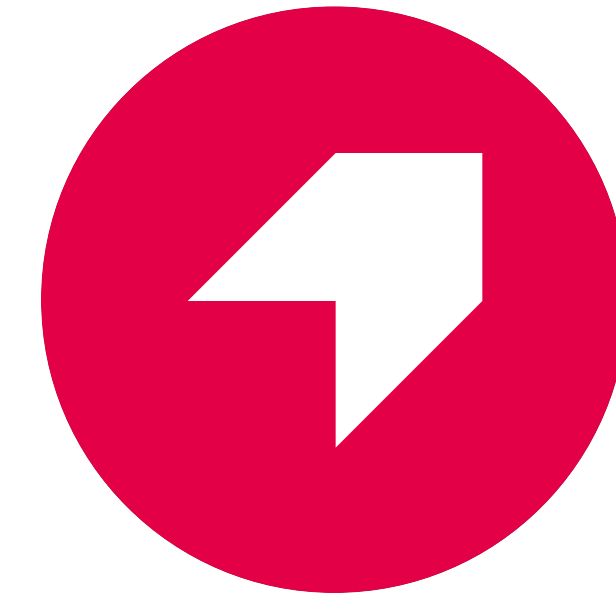
Internal

We ran regular usability testing sessions with our working group, starting with low fidelity designs, up until we had a clickable prototype. This helped identify early usability and design issues so they could be remedied.



External

With high fidelity designs and a clickable prototype complete, our SME was able to engage with our potential trial customers and prospects, validate our solution and gather feedback, so we could integrate it into the MVP.



Analytics

To gather information on usage, user journeys, account activity, and more, we used Pendo, a product analytics app. This allowed us to create multiple custom dashboards and reports to monitor usage of the submissions module.

SCREENSHOTS



Quest Marine Hull

Dashboard

Portfolio

Active risk manager

Account & vessel list

Watchlist

Claims management

Reporting

Submissions

Submissions / Tracker

James B JB

Submissions

TrackerDashboardSettings

Search for an account, broking house, or assignee...

Displaying 12 submissionsReset filters

INBOX (4)

IN REVIEW (2)

QUOTED (3)

DONE (3)

Container Fleet Co.
23 Jan 2020 at 09:34
HISL Brokers Ltd
40 vessels
Hull, Machinery, & War
READY FOR REVIEWUnassigned

Freeworld Shipping
23 Jan 2020 at 09:34
Ed Broking LLP
34 vessels
Hull & War
READY FOR REVIEWUnassigned

Southern Seas
23 Jan 2020 at 09:34
Dashwood Brewer & Phipps Ltd
Vessel not available
Hull & Machinery
INCOMPLETEUnassigned

Lightspeed Transportation
23 Jan 2020 at 09:34
Marine, Aviation & General Ltd.
23 vessels
Hull & Machinery
John S

Hyper Global Shipping
23 Jan 2020 at 09:34
JLT Specialty Limited
15 vessels
Hull & War
John S

Continental Shipping Ltd.
23 Jan 2020 at 09:34
Marsh
35 vessels
Product not selected
INCOMPLETEUnassigned

Smooth Sailing Cruises
23 Jan 2020 at 09:34
Ed Broking LLP
81 vessels
Hull, Machinery, & War
John S

Atlantic Container Co.
23 Jan 2020 at 09:34
Willis
36 vessels
Hull & IV
John S

Sunrise Fisheries Ltd
23 Jan 2020 at 09:34
Marsh
57 vessels
Hull & War
John S

OCP Gas Shipping
23 Jan 2020 at 09:34
Sturge Taylor & Associates
22 vessels
Hull, Machinery, & War
John S

Tyrell Industries
23 Jan 2020 at 09:34
Dashwood Brewer & Phipps Ltd
36 vessels
Hull & IV
John S

Suspicious Shipping Corp
23 Jan 2020 at 09:34
Marsh
89 vessels
Hull & War
John S

DECLINED

Hide sidebar

Quest Marine Hull

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Reporting

Submissions

Submissions / Dashboard

James B JB

Submissions

TrackerDashboardSettings

Search for an account, broking house, or assignee...

Based on 151 submissions/policies

\$200k

0

INBOX

IN PROGRESS

WRITTEN

NOT WON

DECLINED

View full premium breakdown

Written premium by Vessel type

Vessel type:

Bulk carrier (12)

Container ship (10)

Passenger ship (9)

Tanker ship (4)

Ro-Ro ferry (3)

Other (3)

Total Premium:

\$1,256,084

\$812,756

\$743,935

\$467,346

\$375,353

\$283,756

Total 107 vessels

Declined by Reason

Not won

Declined

Reason

Not within risk appetite (33)

Terms and conditions not acceptable (26)

Deductible too low (16)

Rate reduction from previous year not acceptable (16)

Poor claims record (10)

Total 59 submissions/policies

Broker list

Broker	Written premium	Written	In progress	Not won	Declined	Hit rate
Marine, Aviation, & General Ltd.	\$464,536 (17.8%)	18	6	11	0	62%
JLT Specialty	\$425,749 (15.1%)	11	9	4	1	68.8%
Capacitance UK	\$361,159 (15.0%)	38	7	0	3	92.7%
Agile Insurance Services	\$200,736 (13.1%)	31	3	0	0	100%
Endymion Insurance Group	\$165,868 (10.6%)	12	5	7	2	63.2%
HISL Brokers Ltd.	\$153,107 (8.9%)	25	0	0	0	100%

Hide sidebar

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Submissions / Tracker

James B JB

Submissions

TrackerDashboardSettings

Search for an account, broking house, or assignee...

Displaying 12 submissionsReset filters

INBOX

READY FOR REVIEW

Continental Shipping Ltd.

Submission information:

Account: Continental Shipping Ltd.
Broking house: Concirrus
Broker name: Sam Mellet
Date created: 17-Jan-2020
Number of vessels: 18
Vessel schedule: incomplete
Product: Hull & IV
Hull policy score: 6

Assignee:

Unassigned

Assign submission

Quick actions:

Move to review

Decline

Set as not won

Delete

Attachments:

continental-ship....xls

View submission overview

Hide sidebar

Quest Marine Hull

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Reporting

Submissions

Submissions / Submission Overview

James B JB

Allied Alaska Ltd

Policy fieldsSubmission details

Submission information

Broking house: Concirrus
Broker: Sam Mellet
Date created: 17-Jan-2020
Assignee: Click to assign a user

Hull policy score

Frequency

Severity

Expected loss

\$975,000

Policy requirements

Choose an account

Which account would you like this policy attributed to?

Allied Alaska Ltd

Or is this a new account?

Create new account

Product

Which product would you like to attribute your policy to?

Hull & Machinery

Hull & War

Hull, War & IV

Hull & IV

Vessel schedule

Displaying 10 vessels

Vessel name

IMO Number

Sum Insured

Increased value

Vessel premium

Cover fr

Save submission

Move to review

Hide sidebar

Quest Marine Hull

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Account & vessel list

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Reporting

Submissions

Submissions / Submission Overview

James B JB

Allied Alaska Ltd

Policy fieldsSubmission details

Vessel schedule

Displaying 10 vessels

Vessel name	IMO Number	Sum Insured	Increased value	Vessel premium	Cover fr
Panamera	1348480	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Sulaco	1895047	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Alaskan Lily	2214083	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Rocinante	2466633	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Normandy	2738650	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Rodger Young	3156034	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Prometheus	3393592	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Serenity	4768731	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Discovery	4959523	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy
Athena	5355501	500,000,000.00 USD	500,000,000.00 USD	500,000,000.00 USD	dd-mm-yy

Policy information

Account name

Allied Alaska Ltd

Policy ID

AA180985

Policy start date

01-Jun-2020

Policy end date

31-May-2021

Business type

New

Renewal

Hide sidebar

Quest Marine Hull

Dashboard

Portfolio

Active risk manager

Account & vessel list

Watchlist

Claims management

Reporting

Submissions

Submissions / Dashboard

James B JB

Submissions

TrackerDashboardSettings

Creation date

Inception date

Broking house

Broker

Underwriter

Business type

Channel

Reset filters

Submission summary

210

Total submissions

10

Inbox

38

In progress

162

Done

Inbox

7

Incomplete

3

Ready for review

In progress

15

In review

23

Quoted

Done

103

Written

16

Not won

43

Declined

Premium by Submission Status

This card shows the distribution of your total premium across submissions and total exposure based upon potential submissions

Total current premium

\$325,000

Based on 103 submissions/policies

Total potential premium

\$1,324,000

Based on 151 submissions/policies

\$1.2m

\$1m

\$800k

\$600k

\$400k

\$200k

0

INBOX

IN PROGRESS

WRITTEN

NOT WON

DECLINED

Hide sidebar

We had an MVP of the submissions module ready for customer trials within our 3 month window

1. Deployed to two customers

- We ran a rolling two-week trial period with regular interaction between customers and our sales and product teams

2. Teething problems

- The data models that analysed and ingested data from emails still required training as we'd mostly built them using 'perfect' examples of submissions

3. Rapid fixes

- Switched from 2-week to 1-week sprints to deploy fixes and improvements more quickly to our trial customers

4. Tour guides

- Using Pendo we were able to create lots of in-app guides to educate users on features, and guide them around the submissions module

PRODUCT IMPROVEMENTS



Switching to 1-week sprints helped to rapidly improve the product experience and back-end performance

	At Launch	At 3 weeks	At 6 weeks
Accuracy	65%	92%	100%
Ingestion Time	~5m	~3m	<2m
Maximum Fleet Size	~70	~200	>377

At the end of the trial period, we reviewed our initial goals before planning further roadmap development

1. **Rapid development**

- MVP was completed within the time frame, but not deployed to trial customers for another month, due to additional testing and refinement

2. **Active trials**

- We started our trial period with our two customers, and had two more interested towards the end of our trial period

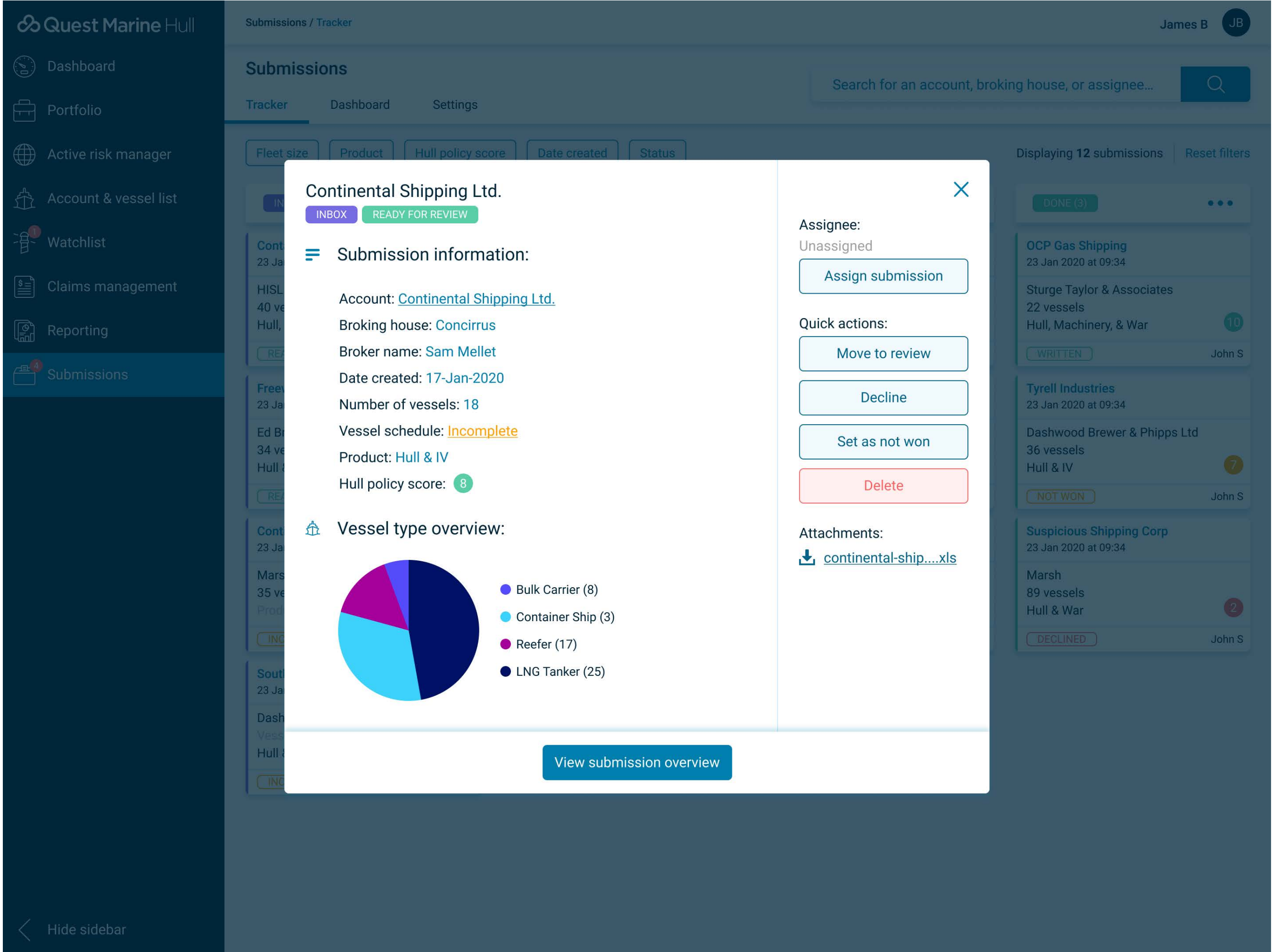
3. **Trial conversion**

- Both customers converted to a paid license at the end of the trial period, thanks to consistent improvements to the product and regular communication

4. **Net Promoter Score**

- By the end of the trial period we had a NPS of 9

WHAT THE CUSTOMER SAID



“It could be a real game changer...
if it works like you say it does”

- During early discussions with existing customer

“We can see the value in it, but
we’re just not getting it yet”

- Early on in the trial period

“We would find it difficult to return
to how we were doing things before”

- Three months after converting to a paid license