

Pelican
insured

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CASE STUDY

Pelican Insured

How Pelican Insured is driving growth, efficiency,
and compliance with nCino SmartBroker × Acturis





The Customer

Pelican Insured is a refreshingly ambitious, fast-growth commercial insurance broker headquartered in Southampton, UK. Pelican operates across a broad range of sectors including property, professional risks, construction, technology and cyber. Its mission is to bring new levels of energy, expertise and client service to the world of insurance.

The Challenge

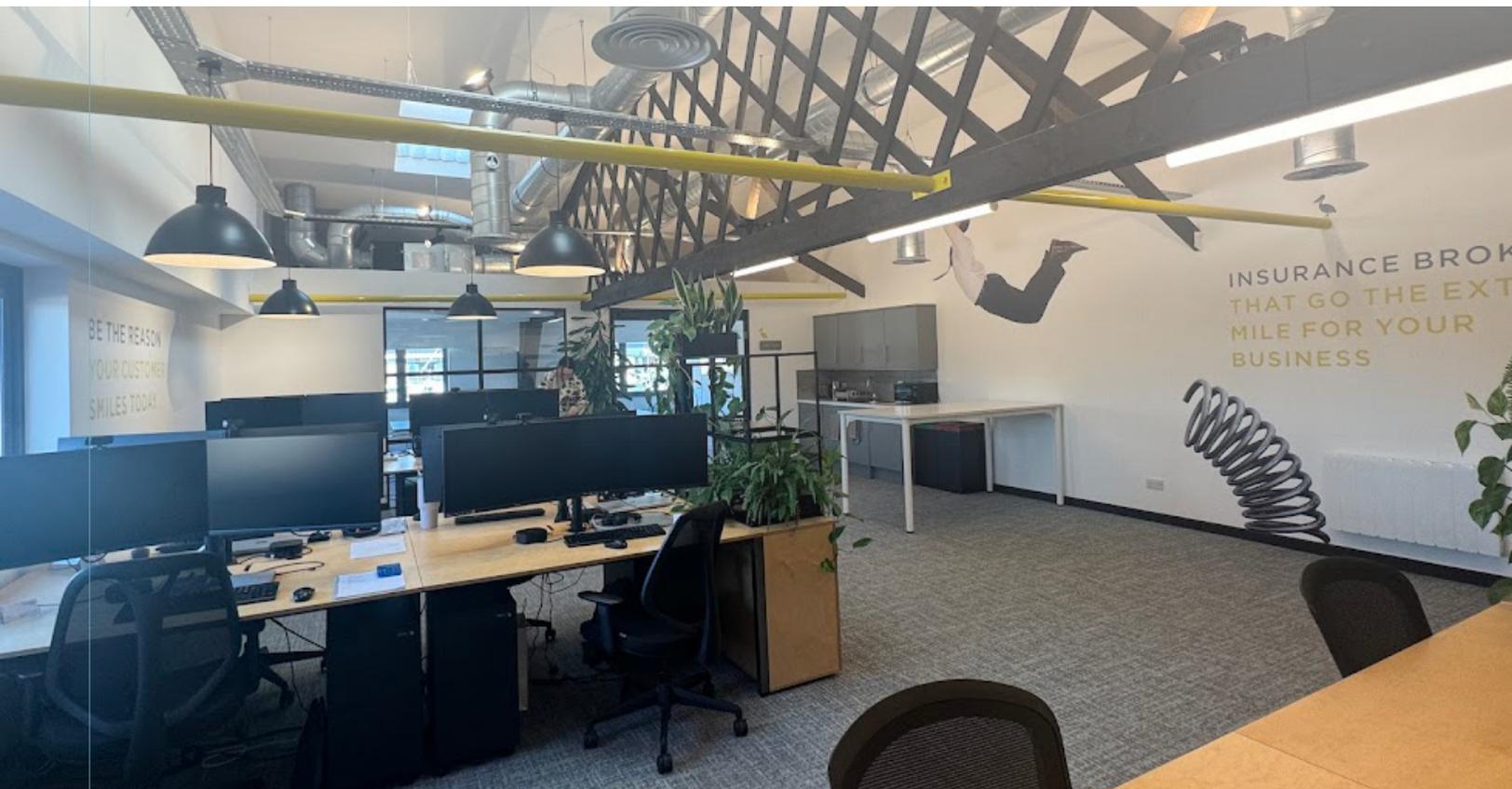
As a scale-up broker with an above-average policy count and an ambitious growth target of £3.5 million in additional premium, the business needed technology that could genuinely keep pace.

The Solution

The nCino SmartBroker x Acturis integrated ecosystem delivers real-time business intelligence on over 5.3 million UK companies, combining company data, financial signals, client and sector risk profiles, and compliance monitoring into a single, unified workspace. Pelican brokers benefit from enriched data directly within the workflows they use every day.

The Benefits

The right technology foundation to grow without limits. The Pelican broking team is working in a more intelligent, proactive, and compliant way to drive growth both in terms of product expansion and policy count.





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Chris Braniff

Managing Director, Pelican Insured

The Pelican Insured story

A best-of-breed technology ecosystem built for ambition

When Pelican was introduced to nCino via the AVIVA 110 Club, its existing systems were not designed for scale. An ambitious, fast-growth scale-up broker, as client numbers grew and sector targeting became more sophisticated, the limitations of its approach were fast becoming a critical issue impacting growth potential.

Already an Acturis customer since 2023, Pelican needed a solution that would integrate seamlessly into their existing broking workflow, not disrupt it.

“We’re an ambitious business”, says Chris Braniff, Managing Director. “But our previous data solution was simply not built for the scale we’re targeting. We needed a lean best-of-class technology foundation, aligned to our ambition. One that would build our presence as a broker that truly understands our clients and the risks they face, delivering the best outcomes and a level of service that guarantees placing insurance is never a chore.”

Introduced to nCino through the Aviva Club 110 programme, which offers BIBA members trial access to SmartBroker, Pelican evaluated the market carefully before committing. nCino immediately stood out in terms of breadth of capability, regulatory credibility and the depth of the Acturis data integration. In Braniff’s words, nCino was “the only commercially viable offering.”



Growth, efficacy & compliance combined

The nCino SmartBroker platform delivers real-time business intelligence on over 5.3 million UK companies, combining company data, financial signals, sector risk profiles and compliance monitoring into a single, unified workspace. Its native integration with Acturis enables Pelican's brokers to access enriched client intelligence without switching systems. For Pelican, implementation was quick and seamless, with their broking team immediately embracing the new capabilities.

SmartBroker's segmentation engine allows them to identify and target the specific sectors and companies that match their ideal client profile. The result is a structured, data-driven nurture pipeline, full of reasons to engage.

Rather than relying on an annual review cycle, nCino provides continuous monitoring of Pelican's client base, including sanctions screening. Meanwhile, live sector and company risk profiles equip their brokers to reach out proactively, presenting relevant solutions before clients even know they need them. This positions Pelican not just as a broker, but as a trusted risk adviser.

It's also helping them build deeper underwriting relationships. Richer, more complete risk presentations to underwriters mean faster responses, better terms, and stronger insurer relationships, all of which translate directly into improved outcomes for Pelican's clients.



Rapid impact

Within just six weeks of going live, nCino SmartBroker × Acturis is already delivering measurable impact across the three strategic goals of growth, efficiency, and compliance.



Growth

With ambitious targets and a deliberately strategic growth strategy, they're ensuring every prospecting effort is directed at the right opportunities. Segmentation and intelligence capabilities have transformed this process, and they're now building structured sector pipelines and nurturing prospects with timely, relevant intelligence whilst actively avoiding clients that are not the right fit. This is a best-in-class data-led acquisition in action. "nCino has made client acquisition much easier. It's truly impactful, we're targeting specific sectors and building out a strong nurture pipeline full of reasons to engage", explains Braniff.



Efficiency

With an above-average policy count, every minute saved per client has a compounding effect across the book. The Acturis integration eliminates duplicate data entry, pre-populates forms and automates routine compliance tasks, giving them more time for relationship-building and complex client work. Renewals have also been simplified significantly. Continuous monitoring means they arrive at renewal conversations already armed with up-to-date intelligence.



Compliance

As a scale-up broker operating in a heavily regulated environment, compliance cannot be an afterthought. Sanctions checking, corporate change monitoring, and fair value evidence trails have removed the manual burden and eliminated the risk of gaps. Third-party supplier due diligence has also been strengthened. "Compliance is critical to us, and nCino is really ticking the boxes on this front. It gives us true peace of mind", says Braniff.

A platform built to scale with ambition

The impact of nCino in the first six weeks has strengthened Pelican's belief that they now have the right technology foundation to grow without limits. With the broking team already working in a more intelligent, proactive, and compliant way, their future ambitions are exciting.

Cyber insurance is the immediate product expansion priority. nCino's ability to identify cyber-exposed companies across a wide range of industries and empower Pelican's brokers to engage them with timely, sector-specific intelligence will position them as genuine thought leaders in this rapidly growing market.

"There's no cap on the scale we can reach now that we have the right technology foundation", summarises Braniff. "We're selecting good business, really understanding our clients, and going the extra mile to deliver the best possible outcomes."





The nCino Difference