

*Real-world agency results*

# Vouch Drives Rapid Innovation, Soaring Growth with Veruna



Founded in Silicon Valley by leaders with experience in both insurance and venture capital, Vouch focuses on the unique needs of startups and technology companies. With more than \$160 million in investor funding and a valuation of \$550 million, Vouch serves more than 1,600 business clients nationwide and protects \$5.7 billion in risk.

## Business Snapshot

**Headquarters:** San Francisco

**Founded:** 2018

**Valuation:** \$550 million

**Focus:** Insurance for the innovation economy (technology startups)

## Challenge

A licensed carrier, Vouch focused initially on creating and underwriting new, specialized products tailored to startups and technology companies. In order to serve as a one-stop-shop for their clients' commercial P&C insurance needs, the company also wanted to offer more traditional products from other carriers. To do so, the company added a brokerage arm in 2021 called Vouch Specialty, and it needed an agency management system to support that side of the business.

"We considered building it ourselves as we have a very talented engineering team, but we decided we needed that team to focus on other critical roadmap

items," said Chad Nitschke, President of Vouch Specialty. "We also determined that a legacy AMS with limited flexibility and older technology would present obstacles as well.

"We didn't necessarily want to take a system off the shelf because we're not a typical company," Nitschke added. "If we're asking our team to use this system, it has to look and feel like modern technology. Our employees wouldn't be happy using something that looks like it was developed 15 years ago. Our internal tools are a representation of how we show up to clients, and our clients expect more from us."

## Solution

The search for a modern, user-friendly AMS that is easy to customize and scale led Vouch quickly to Veruna. The fact that Veruna is built natively on Salesforce, so it's truly embedded and not just connected, was also a big decision factor.

"Some other solutions we looked at had kind of a veneer inside of Salesforce," Nitschke said, "but then you would pop out to a separate system, and in some cases it wasn't even browser-based. That wasn't what we wanted."

Another key consideration was speed to market.

"We had a pretty tight implementation timeline," he said. "Trying to do this in addition to our other roadmap items, it would have taken two or three times as long to build something from scratch. We implemented Veruna in about six weeks."

## Business Impact

According to Nitschke, with Veruna in place, the most impactful change for Vouch was having seamless access to detailed policy-level data.

"Now we can report on the business effectively," he said. "We can track KPIs and measure ourselves and the business."

The flexibility to build new applications and integrate other solutions easily within Salesforce has also been a plus, he said. "Being able to really customize what is right for our business has been an advantage."

Looking ahead, Vouch plans to continue to innovate and grow rapidly, building on a year when its client base increased by 700%. Vouch is also serving larger and more diverse clients—including sizable technology companies—and developing new offerings for emerging markets, such as Web 3.0 startups.

"We're a client-led business," Nitschke explained. "We're focused on building insurance solutions that our clients need and want."

That approach is shared by Veruna, based on the level of partnership Vouch has experienced.

As a technology-focused company with investors' billions on the line, Nitschke said, "We have tight feedback loops and really need to communicate effectively. Veruna was willing to do that. We've never been in a position where we felt like we don't get the support that we need."

*"Trying to do this in addition to our other roadmap items, it would have taken two or three times longer to build something from scratch. **We implemented Veruna in about six weeks.**"*

Chad Nitschke,  
President, Vouch Specialty  
Vouch

Does your AMS have the flexibility and innovation to deliver ideal experiences for today's consumers—and producers—while supporting agency growth and profitability? If not, you should look into Veruna today!

[www.veruna.com](http://www.veruna.com)

Get In Touch

1-508-834-1114

[sales@veruna.com](mailto:sales@veruna.com)

