

# Innovative portal solution for the insurance company of the future



Reference study WebSphere Portal, Lotus Web Content Management



## The client: Generali Group Switzerland

The insurance group is represented throughout the country by about 2000 employees, a head office in both Adliswil and Nyon, as well as over 70 agencies. The core competencies lie in the areas of life and property insurance for private persons, SMBs and multinational corporations. With a share of around 60 percent (2007), Generali is the leading provider of unit-linked life insurances in the Swiss market.



Since 1994, the [Generali](#) Group Switzerland has belonged to the European corporation of the same name, with its headquarters in Triest, Italy.

*„The new portal solution positions us as an innovative and customer-oriented insurance company within the Swiss market“*

N. Jene, Program Leader, Generali

## Highlights

- **Standardized sales portal for all channels:** the [IBM Websphere Portal](#) solution combines the Internet and Generali's Extranet and Intranet on a portal platform. Through this, the interaction with customers, partners and employees is true to its motto „simply Generali“, becoming more open, more attractive and more efficient.
- **Increased service-orientation:** due to the portal integration, the provision of new services is easier and the quality of the services provided is higher.
- **High level of user friendliness:** the complete modernization of the web design significantly improves the level of user friendliness through a simple and continuous navigation, as well as the systematic introduction of the most modern Web 2.0 technologies such as bookmarking, tagging and blogs.
- **Improved customer and partner focus:** the involvement of customers and partners in the business processes as early as possible through self-service functions enables dynamic and individualized Web content, whereby the various requirements of customers, employees and business partners are taken into account.

## The challenge

Like many large corporations, the Generali Group Switzerland was faced with the challenge of serving the customer better, and organizing the communication with employees as well as the interaction with business partners and brokers more effectively and efficiently. Until now, the Web channel had not been fully integrated into the business processes, which led to unexploited synergies and duplication. Through the set up of a new website and the associated introduction of Web 2.0 technologies, Generali wants to distinguish itself as an innovative company, improve customer loyalty and increase user friendliness.

The aim of the portal project is to offer specific information to all individual user groups through the integration of the three channels, Internet, Extranet and Intranet, onto one platform. In addition, simple and less consultancy-intensive insurance services, such as the completion of damage forms or address changes, should be increasingly conducted via the Internet. With the introduction of this self service process, not only are the customer and partner requirements fulfilled, but process efficiency is increased.

A further challenge is to allow for all risks in application integration, and to ensure a stable and expandable IT infrastructure.

## The solution

The flexible solution based on [WebSphere Portal](#) enables Generali to align its portal to the requirements of the customers, employees and business partners, and to adjust their access as well as the provision of information to them individually. Thereby, visitors to the Generali website can see insurance products or tips tailored to their phase in life. Customers looking for an agency nearby can locate one with the help of Google Map. Thanks to the integrated access for all user groups via a central portal, business processes can be conducted directly and effectively, saving time.

Solutions based on WebSphere Portal are furnished with far-ranging personalization and group definitions as well as a broad application palette, namely the portlets. They enable immediate access to already existing content or applications. With the practical «Post-it» tool, the Generali customer has, for example, the opportunity to store chronological and thematic progress.

For the professional and sustainable realization of the IBM WebSphere Portals with integrated Web Content Management System, Generali was able to count on IBM and its business partner WP Experts, who have many years of experience with portal projects. The efficient creation, maintenance and provision of business critical content via Intranet, Extranet, Internet and portal websites is ensured by the [IBM Lotus Web Content Management](#).

The advantages of the IT solution

- **User-oriented approach:** the flexible and user friendly solution based on [IBM WebSphere Portal](#) enables the targeted focus on the needs of the customers, employees and business partners, as well as the individual matching of access and the personalized provision of information and services.
- **Simpler processes and greater efficiency:** the portal solution integrates Internet, Extranet and Intranet on to a central platform. Information and communication operations with customers, employees and partners are thereby more transparent, faster and more effective.
- **Scalability of the portal solution:** the flexible solution based on WebSphere Portal with integrated [IBM Web Content Management](#) System can rapidly and effortlessly be extended through the integration of other applications and new functions such as Web 2.0.



## Contact:

IBM Switzerland Ltd

Hanspeter Moser  
Vulkanstrasse 106  
PO Box  
8010 Zurich  
[hmoser@ch.ibm.com](mailto:hmoser@ch.ibm.com)

WP-Experts AG

Frank Michael  
Bahnhofstrasse 7  
9470 Buchs  
[www.wpexperts.com](http://www.wpexperts.com)



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