

Customer story: Alm. Brand

Alm. Brand Excels Through TIA



Profile:

The Alm. Brand A/S Group is a Danish financial services group consisting of a listed holding company and a number of subsidiaries operating within non-life insurance, banking and life and pension insurance. In addition, the Group operates an investment business in the ordinary course of its operations.

A staff of more than 1,600 employees helps generate annual revenues of approximately DKK 7 billion. Half of the employees work at the Copenhagen head office - with the remaining workforce being employed at offices, branches and shops throughout Denmark.

www.almbrand.dk

"From our experience, systems built in-house are generally out-of-date before they are even completed."

- CIO Lars Lysdal Jensen, Alm. Brand

Denmark's fourth largest insurance company, Alm. Brand were quick in their decision to choose TIA as their technological platform. Their previous system had become too expensive and they wanted to focus more on their customer and create a more agile organization.

The TIA Solution helps satisfy the needs of the end customer by ensuring faster policy and claims handling, collecting customer insights, reducing the risk of fraud and producing more personalized insurance products.

Leaving software development to the experts

"We developed the previous system in-house, but system development is not one of our competences - operating an insurance company is. From our experience, systems built in-house are generally out-of-date before they are even completed," says Lars Lysdal Jensen.

TIA has been building insurance software for over two decades and works hard to stay up-to-date with insurance company needs and integrate them into future TIA releases. Just as every office doesn't build its own e-mail system, TIA believes that it is in the best position to build modern, advanced and flexible insurance solutions, letting insurers focus on their core capabilities, i.e. insurance.

"The TIA Solution is a decisive element of our strategy, and it is not a problem that our competitors also use it. We want to make a difference in the products and processes we develop - not in the systems we use as tools."

- CIO Lars Lysdal Jensen

Speeding up Alm. Brand's insurance business

Before TIA, Alm. Brand's staff could only advise customers within their own area of responsibility. If a customer needed help in another area they had to be referred, and the staff would not have insight into the customer's entire case.

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Because systems were not fully integrated, the same data often had to be entered several times. This resulted in long processing times and increased risk of error, often generating customer frustrations. With the TIA Solution and its automation tools, Alm. Brand is able to match customer service to customer needs.

"It used to take up to 10 steps to issue a new policy, which can now be done in one or two steps. It is a realistic goal to have 90 percent of all uncomplicated policies processed without ever being touched by the human hand. Claims management has reached new levels and products are brought to market much faster," says Lars Lysdal Jensen.

With a clear-cut business case, we knew exactly what we wanted. The TIA Solution could accommodate all our needs. It is an advanced solution covering the complete insurance spectrum.

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- CIO Lars Lysdal Jensen

Other IT systems we looked at were similar to our old system; largely built on technology from the 1970s and 1980s. We want scalability in a system adaptable in the future and geared to our whole business spectrum. We have all of that in our TIA Solution," Lars Lysdal Jensen affirms.

"TIA really offers the only solution that can accommodate all our needs. It is the most advanced solution available and it covers the complete insurance spectrum."
- CIO Lars Lysdal Jensen

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