



SAFETY FRIST. SERVICE NEXT.

Europ Assistance Versicherungs AG commissions CENIT to set up a modern sales reporting and controlling system

► SECURING A COMPETITIVE EDGE WITH INNOVATIVE IDEAS AND MODERN TECHNOLOGIES

Increased customer requirements and a constantly growing need for reliable and quickly-available information caused Europ Assistance Versicherungs-AG, the German subsidiary of the Europ Assistance Group, to consider enhancing its reporting system. CENIT carried out initial analyses in the specialist departments of Controlling, Sales, IT and Operations. The previous reporting solution comprised heterogeneous partial applications, special Business Intelligence (BI) tools and a range of spreadsheets. However, the operative systems were not connected sufficiently, meaning that the data supply left a lot to be desired. Frequently re-entering data for Excel evaluations was particularly laborious, time-consuming and susceptible to errors.

Josef Woerner, Chief Financial Officer (CFO) at Europ Assistance in Munich, outlines his core requirements for the

new solution as follows: "Building up and developing customer reporting in Sales in order to provide key customers with a competitive advantage and thereby encourage their reliance on us. Major customers should have their own Web portal with access to special interpretations of our data. For example, for internal purposes we regularly provide an automotive manufacturer with model-specific damage rates, failure statistics and the resulting costs."

"The CENIT experts felt at home in our very heterogeneous IT world and solved every problem step-by-step."

**Annett Lippold,
Project manager, Europ Assistance**

The company's own employees are also due to be relieved of a significant burden in future: "We are planning the automatic creation of operative reports such as invoices or payment schedules, an improvement in management reporting with respect to speed, quality and independence from the IT department as well as a noticeable decrease in the controlling workload for standard reports", Annett Lippold, project manager at Europ Assistance summarised the project aims. "Duplicate records in particular should be avoided in the future and more freedom should be created for important business

analyses. We are also hoping for a huge increase in productivity thanks to improved data integration."

► WELL-CONCEIVED OVERALL IDEA BESTOWS THE TASK OF REALISATION ON CENIT

Europ Assistance commissioned CENIT for the implementation of the complex task. "One of the deciding factors for this decision was CENIT's business expertise,

which made a quick change in the way of looking at the problem possible. On top of this came the extensive experience of the CENIT advisors and their excellent contacts in the IBM COGNOS software supplier organisation. The short coordination paths were of great benefit to us," recalls Lippold.

The completely Web-based solution developed by CENIT and prioritised together with Europ Assistance CFO Josef Woerner covers the whole range of business reports and also lays the foundation stone for creating operative lists. This

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makes not only ad-hoc requests, but also regular company-related evaluations or any number of lists, tables and graphic reports possible. Various output formats (e.g. Web, MS Excel or PDF) mean that all needs are catered to.

This also makes it possible for major customers to access customer-specific statistics and interpretations externally in the form of their own customer portals (even in their own corporate design).

► EXPERT IMPLEMENTATION TURNS PLANS INTO REALITY QUICKLY

The CENIT advisors had a number of problems to overcome during the course of the project. These included the installation and configuration of the Content Store within the ORACLE database cluster, the configuration of ASP pages for copying key figures into the data warehouse or relocating the Web server to the "DMZ" (demilitarised zone) in order to enable major customers to access the BI portal from outside.

Within a few weeks, however, CENIT managed to deal with all the challenges to the satisfaction of the Europ Assistance project management: "The CENIT experts felt at home in our very heterogeneous IT world and solved every problem step-by-step," Lippold praises the broad range of IT expertise demonstrated by the CENIT team.

► NEW SOLUTION PROVIDES FREEDOM THROUGH HIGH PRODUCTIVITY AND QUALITY

Today, around 40 satisfied users work with the new solution and this number is increasing. The Data Warehouse, with a volume of around 35 gigabytes and the BI solution now serve as a complete statistics and invoicing system. Particularly the time required for the monthly creation of customer evaluations has decreased from "a few hundred hours" to almost zero. The CENIT solution performs the task at the press of a button, and the data is always up-to-date.

"The quality of the management reports has also improved considerably."

**Annett Lippold,
Project manager, Europ Assistance**

The first customers are already using – with extremely positive feedback – their online access to the Europ Assistance evaluations to optimise their own processes. This service has greatly secured customer loyalty and achieved a real competitive edge.

The clean integration of all relevant data sources was a big step towards standardisation. In this context, Annett Lippold emphasises: "The quality of the management reports has also improved considerably. Many new standard reports provide interesting insights into our business interdependencies and identify methods for new profit potential that it had not been possible to observe previously

due to capacity shortages. The fact that it is very up-to-date makes it possible to treat error developments very quickly."

As expected, the number of evaluations in the form of Excel lists has decreased in Controlling, as they have been replaced with COGNOS8 BI reports. The full extent of the increases in productivity and quality can however not yet be predicted. This is because the implementation of the requirements in Controlling was a part of the second project phase, which has just been completed. However, the initial results are very positive and allow Europ Assistance to look confidently to the future.

► EUROP ASSISTANCE, A PIONEER OF THE INDUSTRY

Europ Assistance was founded by the Frenchman Pierre Desnos in 1963 to help people in emergency situations quickly and without bureaucracy. The company has since developed into a large multi-service organisation which – from the day-to-day to the exceptional – provides everything all in one place. The Europ Assistance Group today has 4,500 employees and 62 subsidiaries in 208 countries and regions. As a 100% subsidiary of the Generali Group, it delivers services in four strategic core areas: Automotive, travel, health, house & family.



CONTACT

CENIT Business Optimization & Analytics
Lyoner Straße 20
60528 Frankfurt am Main

Tel.: +49 69-668018-0
Fax: +49 69-668018-88
E-Mail: info@cenit.de
Web: www.cenit.de/boa