

From application – to customer-centric organisation



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Hans Martin Hovden, CEO, KLP

KLP SKADEFORSIKRING AS

KLP – one of Norway's leading providers of municipal non-life insurance to the public sector – has used the TIA Solution as a driver for transforming itself from an application-driven organization to an information and customer-centric organization. Isolated data has been replaced with easily shared information across the entire organization, leveraging collaboration and transparency across different product lines within the KLP Group. Furthermore, the TIA Solution has given the former all-public sector insurance provider a cost-effective and easily managed platform that fully supports KLP's recent entrance on the private market.

"Traditionally we've been focusing on the employers of the local government sector. We're a big player on the market. Consequently, to create growth we needed gaining foothold on the private market, focusing on the employees of the public sector as well. To do so, we needed going to market with a

new, customer interacting profile," concludes Hans Martin Hovden, CEO of KLP Skadesforsikring AS. The change of focus of KLP's business activities and implementation of multiple sales channels put new demands on IT. The company needed a system that allowed KLP to respond to business requirements in an up-to-date manner.

"The legacy system isolated our company data in local silos. What we needed was information and relevant processes alike to be easily shared across the enterprise," Hans Martin Hovden says. "We also wanted a cross-system customer web front-end that could integrate with our existing tools."

WHY TIA?

Feasibility studies showed that TIA would meet the demands with less costs, but economy was not the only parameter, though. Future security of supply mattered just as much. "TIA offered the best mix of price, functionality, future flexibility and implement-

About KLP Skadeforsikring AS

KLP Skadeforsikring AS was formed in 1984 as a continuation of the mutual company Kommunal Ulykkesforsikring and is a full service non-life insurance company offering insurance solutions to municipalities and companies/institutions. In the course of only few years the company has built up a competency organization matched to the task. More than 360 of Norway's municipalities and more than 1,300 companies and institutions are customers today.

KLP Skadeforsikring AS is a wholly owned subsidiary of Kommunal Landspensjonskasse – one of Norway's largest life insurance companies with total assets of NOK 190.7 billion. The company provides pension, financing and insurance services to the local government sector and the state health enterprises as well as to businesses both in the public and the private sectors.



tation speed – and obviously the TIA company represents an insurance application provider which will also be around tomorrow," says CEO Hans Martin Hovden, KLP. "Developing the legacy system was never an option since it has become increasingly difficult finding the necessary technological competencies for it," Hans Martin Hovden affirms.

SHARED CUSTOMER PROCESSES

The TIA Solution has on one hand enabled KLP to integrate existing processes and systems with the web, and on the other hand helped the company create intelligent, web-based workflows that focus on customer needs.

After a thorough test, KLP went live with the TIA Solution on May 2008. For Hans Martin Hovden there are several significant advantages of implementing TIA: The solution has enabled KLP to create a modern, easily maintained client/server environment, optimizing the information flow across the enterprise. "The dynamic, controlled flow of information and processes TIA's offer is key to us," he says.

A CORNER STONE FOR SUCCESS

TIA will become the dynamo for KLP's go to market time in the future, according to Hans Martin Hovden. "The web front-end makes it easy to add and change products and information. That's extremely important to us," he says, anxious to see the full sales potential of the TIA web facilities. For KLP, the internet represents a critical stepping stone for an intensified exposure of the *new* market-oriented KLP. "In the near future, we will surely see new opportunities to reach out to a wider audience with our new profile. That should make KLP a more well-known insurance brand within the public sector," Hans Martin Hovden says. Furthermore, Hans Martin Hovden is looking forward to harvest the *low hanging benefits* of TIA's intuitive user interface as well as the system's simple, yet advanced reporting and analysis/drill down facilities that integrates seamlessly with KLP's Data Warehouse installation. "TIA's user interface is really logical, and I do expect we will be able to handle all core processes including our web-oriented processes much easier, increasing productivity significantly," Hans Martin Hovden affirms. "Simply put, TIA gives us a much better interface between man and machine."

EXCELLENT RELATIONSHIP TO TIA

"The chemistry between KLP and the TIA consultants has been very good. We are the first insurance company in Norway that implements the TIA Solution, so I am happy to note that TIA establishes a Nordic User Group community for Norwegian, Swedish and Finnish insurance companies exclusively. "I'm looking forward to joining the seminars, and share TIA experiences and ideas with other TIA Users and TIA representatives."

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