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Editorial

Customer Strategies (Part II) The previous installment of this article series described how the changing environment in the new economy is raising the stakes for top advertising agencies. I had the great opportunity while in Paris recently to interview Jerome Guilbert, chief strategist at BETC EuroRSCG, part of the global powerhouse Havas. Read more…

Highlights

Guest Knowledge is Crucial to Casino's Ongoing Success As more casinos adopt scientific methodology to improve business, CRM and marketing automation technologies are taking a more prominent role in an ongoing struggle for customer loyalty. *by Roger W. Meyer* Read more…

What's New?

The survey, based on respondents from throughout North America, sounds an alarm for companies that don't make good customer service a priority, and highlights the fact that companies would be well-served by offering 24x7 support along with shorter wait times, fewer transfers and faster call resolution. Read more

Corporate Orders

Helvetia Patria Doubles Return on Investment with HP Service-oriented Architecture

Wednesday, 12 April 2006

HP customer Helvetia Patria, a European insurance company based in Switzerland, has realized significant cost savings, increased profitability and business agility from an HP service-oriented architecture (SOA).

According to an independent study by Thoughtware Worldwide, LLC, HP helped the company achieve a 201 percent return on investment(1) over a six-year period with its SOA offering. SOA is an approach for managing computing environments that uses loosely coupled, reusable and standards-based services to address changing business needs.

Helvetia Patria also reduced e-business IT operational costs by 59 percent(1) while it experienced an internal rate of return of 26 percent(2). Additionally, the company was able to decrease the amount of time to introduce new products and services as it looks to expand its market share by opening new distribution channels across Europe.

"In the past, we were spending a significant amount of time and investment maintaining multiple IT environments that created more challenges than opportunities for us," said Didier Beck, head of the eBusiness Center, Helvetia Patria Group. "HP is a true partner who worked with us every step of the way to create a solution that could speed our entry into new sales channels and market segments."

Consolidated e-business platform built on SOA

Helvetia Patria turned to HP to implement a centralized Internet-based platform for the insurance industry that links information among its employees, partners and customers across Europe.

Using HP Nimius software and BEA WebLogic Server, HP built the SOA platform on an industry-standard, open architecture with integrated user management and multi-linguistic capabilities.

Collaborating with HP Services experts, Helvetia Patria consolidated 15 different types of services and platforms -- from Linux to IBM CICS OS/390 to .NET programs -- and designed front-end web services, technical infrastructure, processes and governance components.

The resulting eBusiness Center helped Helvetia Patria by substantially decreasing time to market for new products and helping to expand distribution channels. Additionally, SOA opened new opportunities to expand partnerships (for example, with brokers and agents) and enter different segments of the insurance market.

The HP SOA also has helped the company lower business transaction costs by improving efficiencies through repeatable processes and consistent data on clients, policies, claims, benefits and accounting.

"Helvetia Patria is an excellent example of a company using an SOA approach to develop new business capabilities, at lower costs, while capitalizing on its need to respond to business change," said Deborah

24 April 2006

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L. Nelson, vice president, Worldwide Marketing and Alliances, HP. "HP helped to consolidate the company's IT infrastructure onto a single platform, eliminate technology and regional operating silos, and reduce overhead costs while capturing new and greater revenue streams."

HP's expertise in SOAs spans several years and encompasses partner offerings, world-class server and storage products, and leading management software, including HP OpenView SOA Manager. In addition, HP Services has several thousand professionals worldwide who are able to implement and deploy SOA and open source technology.

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