

Searching For a Simpler Solution



Profile:

Avon is a subsidiary of NFU Mutual, one of the UK's leading insurers, originally established 100 years ago to serve the needs of the farming community.

The company, employing about a hundred persons, grew rapidly through the 20th century, and in 1985 in conjunction with a partner company, Avon created its PA Plans business, offering personal accident and accidental death products to customers of large UK companies primarily within financial institutions.

Today Avon also offers its products to customers of the non-financial institutions via direct mail, telemarketing and web. The company works with both an affinity partner model and a wholesale model.

www.avon-insurance.co.uk

"After reviewing Avon's strategy, we had a target operating model, and we realized that our old systems could not support the goals we wanted to achieve. We needed a strategic enabler – and a new, integrated and easy-to-upgrade system that could bring us to the next level and enable us to increase our operational efficiency."

- Julie Orwin, IT Development Manager, Avon Insurance, UK

The British insurance company Avon went for a strategic enabler that also offered increased operational efficiency with straight-through processing and agile daily billing routines.

Searching for a simpler solution

Having acknowledged that its aging systems could not support new strategic goals, Avon started looking for an IT solution to replace its existing systems. Avon's processes had been a bespoke IT system that involved migrating and adapting data from 6 different systems, resulting in a lot of inefficiency.

Avon wanted to improve its time-to-market, product range, distribution and operational efficiency. The TIA Solution supports these requirements and offered an all-in-one system capable of

converting the bespoke model into a single well-structured solution.

Serving its customers with local knowledge

TIA builds country layers (or country functionality) which is a set of local extension modules supporting connectivity to the relevant authorities, registries, financial institutions and third party programs that insurers deal with in their daily operations in a given market.

"It meant that a standard British country layer would be built for us, and would be maintained and treated the same way as TIA Core. That enabled us to deal with standard ways of integrating to the systems outside Avon and then we decided to go with TIA."

- IT Development Manager Julie Orwin



Customer story: Avon

Enjoy **peace of mind**, with our range of personal protection products.



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- IT Development Manager Julie Orwin

Agility matters

In the old system Avon had to make workarounds and tweak existing products already in the system in order to add new products - this confused both customers and the company. Avon finds that with TIA, they have got a solution that is more agile in supporting new products. "The TIA Solution is capable of supporting the kinds of new products we want to sell – without being too complex and massive," says Julie Orwin.

Using the skills and experience of Professional Services

TIA Professional Services conducted Quality Assurance alongside the implementation. Avon found that the process was very well done, and a good example of TIA working hard to protect Avon's investment. Quality Assurance

focuses on reducing gaps between an insurers requirements and what is available in the TIA Solution – and how those gaps can be addressed without customizing too much.

Professional Services also helped Avon ensure that all tools and processes can easily be migrated to future versions. "Professional Service's Quality Assurance performance was very useful, and I certainly recommend to other TIA customers to include this", says Julie Orwin. Avon describes Professional Services as responsive, value-adding and as a partner that understands Avon's business.

TIA Professional Services is a unique consultancy service provided by TIA Technology to ensure best practice, continuous value and longevity of customers TIA Solution. Professional Services enables customers to protect their investment and lower their cost of ownership and risk.

Head office

TIA Technology A/S
Bredevej 2
DK-2830 Virum
Denmark
Phone: +45 7022 7620
Fax: +45 7022 7621

tia@tia.dk
www.tiatechnology.com

Regional offices

United Kingdom:
+44 (0)20 3102 4355

Germany:
+49 711 222 54 490

Lithuania:
+ 370 5 205 2467