

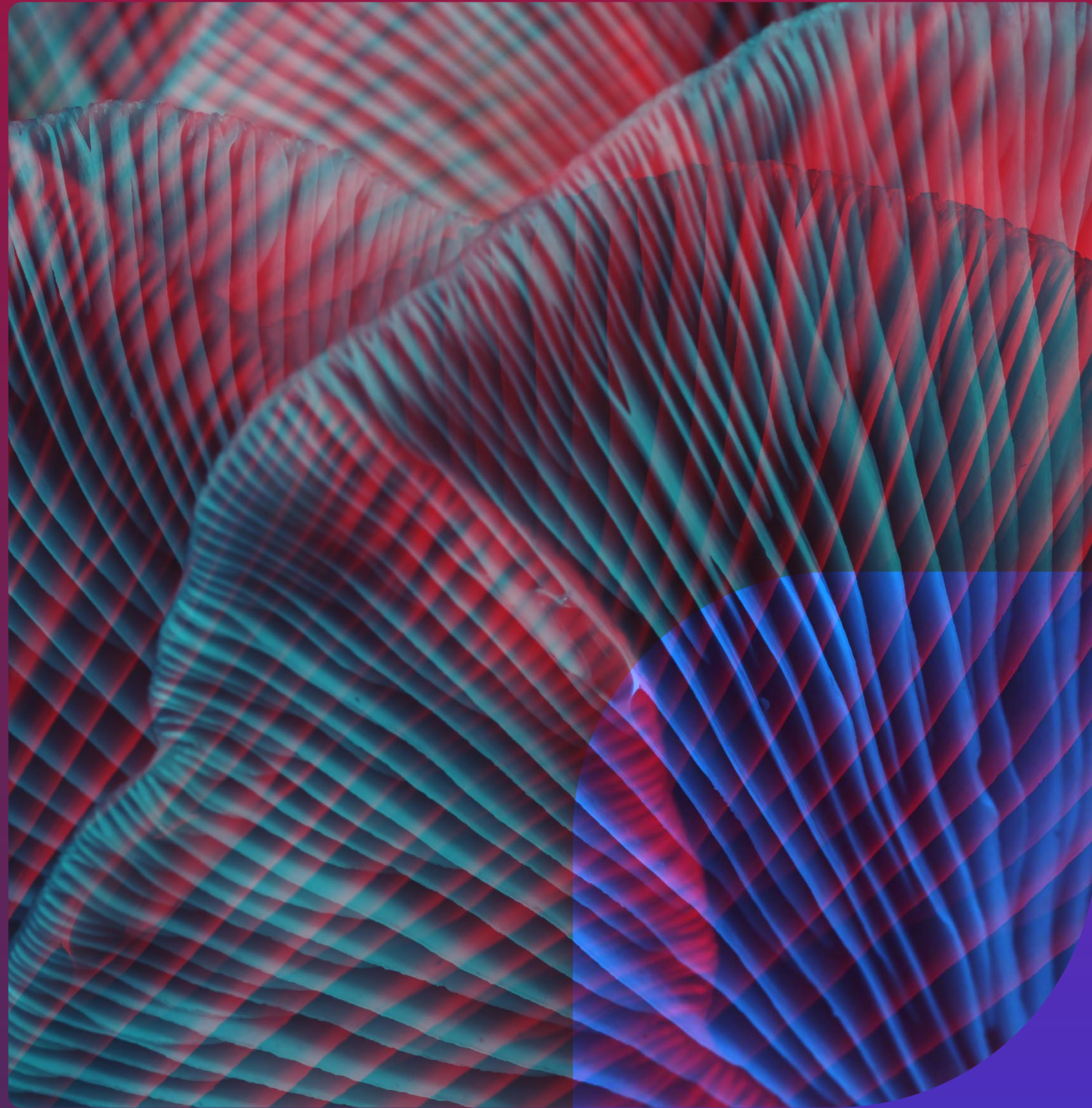


# Modernising policy management to pave the way for the digital architecture of the future

The successful introduction of msg.Life Factory  
at AXA Switzerland







## The successful introduction of msg.Life Factory at AXA Switzerland

AXA Switzerland, a leading all-round Swiss insurer, has introduced the policy administration system msg.Life Factory as part of the comprehensive modernisation of its IT landscape. AXA Switzerland successfully went live with the solution in September 2019, a mere 20 months after starting the project. The company is accelerating its digital transformation by implementing the cutting-edge standard software which makes it possible to introduce innovative products and handle business processes efficiently.



## ● ○ **Beat the competition with speed, efficiency and innovation**

Digitisation has caused the expectations of insurance customers to change on a fundamental level. They want simple products which are tailored to their specific living situations. Customers now expect all channels of communication to be available options, along with smooth processes and rapid response times as a matter of course. Be it product development, sales, communication or policy management, insurers must be quick, innovative and efficient if they want to beat the competition. Aiming to do this in the long term, AXA Switzerland opted to modernise its backend and sales systems from the ground up.

# ● AXA Switzerland replaced its pre-existing silo architecture with a shared component architecture

## A future-proof sales platform built on modern policy management

AXA Switzerland was aiming to offer innovative products and support its marketing with software optimised for the conditions in the Swiss market. This led to the development, implementation and provision of modern individual life products as well as the development of a sales platform based on modern, integrative technology.

It replaced its previous silo architecture with a shared component architecture (comprising 14 individual systems) so that lean business processes could be implemented with a high degree of automation in the future. Modern management software in the back end, combined with a modern sales platform, is a prerequisite to issuing policies for innovative products at the point of sale and managing the processes efficiently. Additionally, AXA Switzerland opted to run the individual life systems on a private cloud.

## AXA Switzerland and msg life are breaking new ground

msg life was selected in 2017 in light of its position as a leading software company for insurers. With its cloud-based standard software msg.Life Factory, msg life delivers the perfect platform for cost-sensitive insurance operations that focus on service and the customer and tap the enormous potential of digitisation using the latest technology. The decision to select msg life was also made with the knowledge that uncharted waters would be entered in a range of different sectors. In particular, this is the case with regard to continuous delivery, the move to the private cloud and the thoroughly agile approach chosen for the execution of the project.

## ● Agile project management ○ raises the bar

Agile project management requires great flexibility, openness, personal responsibility and a strong willingness to communicate and coordinate. Everyone involved showed the cooperativeness, pragmatism and commitment needed to overcome these challenges successfully, even though for msg life, this was the first project to take an agile approach. Despite the time pressure and the scale of the project, this work was characterised by its collegial nature and its focus on the shared goal. The success hinged on the motivation of everyone involved and their readiness to constantly adapt to changing conditions and work together to find ideal solutions.

### **Remaining competitive in the future with msg.Life Factory**

With the holistic IT platform, AXA Switzerland will be able to automate its insurance operations further and will have complete flexibility to structure them in a cost-efficient manner. The insurer's individual life business is running extremely successfully based on msg.Life Factory and new, innovative products, and it has been exceptionally stable since the very beginning.



# ● A milestone for digitisation

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## Summary

msg.Life Factory has a wide range of prefabricated product templates which make it possible to design the product in a variety of ways. This boosts innovation and reduces the time to market. It means that AXA Switzerland can now respond to changing market requirements with speed and flexibility.

The professional and technical combination of a marketing-oriented sales platform and a modern, efficiency-focused product and policy management has created an overall architecture which will meet the requirements of the individual life market in a manner that preserves competitiveness.

‘The introduction of msg.Life Factory in combination with a modern sales platform was a milestone for digitisation within our company. We are now able to respond to current market requirements with speed and flexibility. Not only does this strengthen our market position enormously, but we have also managed to lower the costs of launching new products,’ says Heinz Schulthess, Program Director AXA IT, about the results of the project.



## About AXA Switzerland

AXA Switzerland is the leading insurer in Switzerland. Based in Winterthur, the company provides a full range of insurance solutions. According to its own information, AXA Switzerland employs around 4,500 staff and serves approximately 1.9 million customers. The all-round insurer operates a dense

sales network of around 340 independent general agencies and associated agencies in Switzerland. Its volume of business was 6.8 billion Swiss francs in 2019.





## The future of insurance

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