



# La Mobilière sets itself apart from the competition with its unique pension solution

Swift launch of a complex product innovation with msg.Life Factory



*die* Mobiliar



## Swift launch of a complex product innovation with msg.Life Factory

Swiss all-round insurer La Mobilière has added a unique offering to its product portfolio following the successful introduction of the msg.Life Factory policy administration system: the long-term savings insurance plan („Vorausschauende Sparversicherung“). The innovative unit-linked pension solution enables higher returns by foregoing traditional guarantees, but offers a high level of security thanks to a collective mechanism for balancing out capital market fluctuations. The strategic product is unique on the market to date, and in times of sustained low interest rates, of great relevance for the company. With msg.Life Factory, La Mobilière has an outstanding basis for meeting the growing demands of its customers and new trends on the market.

The insurance group La Mobilière has worked successfully with msg life for a long time already. In order to be able to meet the requirements of digital technologies and design future-oriented products, the insurer decided to introduce the upgradeable standard software msg.Life Factory and migrate its contracts to it.



# ● ○ **Attraktive Rendite bei hoher Sicherheit durch kollektive Mechanismen**

## **Swift launch of an innovative strategic product**

La Mobilière's goal was to launch a new strategic product while the introduction and migration project was still under way: the long-term savings insurance plan combines a flexible capital investment with collective security mechanisms.

The long-term savings insurance plan is designed to enable the insurer to pursue a diversified investment strategy that promises attractive returns. In good years, customers benefit from higher returns; in bad stock market years, the product ensures stability and security. This is made possible by a double security mechanism. In addition to the individual reserves, there is an equalisation reserve, which is jointly funded by all policyholders, and the La Mobilière reserve, which is funded by the insurer itself.

## **msg.Life Factory enables automated processing of highly complex products**

A highly flexible and modern software architecture is essential to implement this sophisticated product – and that is exactly what msg.Life Factory offers. The policy administration system enables the complex insurance product to be managed closely to the standard version yet also flexibly.

The long-term savings insurance plan is comprised of individual contracts – largely based on unit-linked insurance policies – and also of the collective reserves: the equalisation reserve and the La Mobilière reserve.

# ● Individual contracts and collective reserves managed in one system

## Perfect interaction between single policies and collective reserves

What is remarkable is that the management of the individual contracts and collective reserves is integrated in a single system with the communication of the individual components being automated and manageable on the basis of rules. The automated processing is possible due to the precisely coordinated interaction between individual contracts and collective reserves. Characterised by a very solution-oriented and pragmatic approach, working with La Mobilière was a superb experience. The professionalism of all project participants as well as the collegial and open working relationship contributed significantly to the successful completion of the ambitious project.

The project commenced at the beginning of 2019 with the concept phase. msg.Life Factory went live and the new business was launched in stages as early as January 2020. In July 2020, the collective objects and mechanisms were made available and the new product was placed on the market. Parallel to the introduction of the new product, around 250,000 contracts with a wide variety of tariffs were successfully migrated to the new policy administration system in one fell swoop in November 2020. The high level of expertise and

strong commitment of the entire project team, fast development cycles and the flexibility of msg.Life Factory are some of the key factors in the project's success. Thanks to the close collaboration and efficient organisation, it was possible to launch the new product on time.

## Innovative insurance solutions and new business models

Based on the latest tools and methods, msg.Life Factory delivers flexibility and efficiency that are unrivalled on the life insurance market. The policy administration system has a wide range of product templates which allows new products to be launched in a very short time. This gives insurers the opportunity to break new ground in product design and to impress potential customers with innovative insurance solutions in a challenging market environment. The realisation of the new La Mobilière product as a close-to-the-standard yet customer-optimised version of a modern product concept prepared as a sample in msg.Life Factory is an impressive example of this. Moreover, msg.Life Factory also enables business models to be operated in the B2C sector, which means that completely new approaches can be pursued.

## ● Summary

The long-term savings insurance plan is to date unrivalled on the market in its design of the collective approach. The product gives La Mobilière the chance to close the pension gap for Swiss customers and is being well received. With the introduction of this pension solution which combines a returns advantage with a double protection mechanism, the insurer underscores its innovation and future viability. 'Together with msg life, we have

succeeded in swiftly developing an extremely sophisticated product in msg.Life Factory and getting it quickly on the market. With the long-term savings insurance plan, we now have a product offering that clearly sets us apart from the competition,' says Michel Gicot, Head of Individual Life. 'And msg.Life Factory is an excellent basis for quickly and efficiently developing and launching innovative retirement pension products in the future as well.'

die Mobiliar

### About La Mobilière

Founded in 1826, all-round insurer La Mobilière is one of the leading insurance companies in Switzerland and one of Switzerland's largest non-life insurance companies. The cooperative company has its headquarters in Berne plus two other head offices in Zurich and Nyon. The company reported profits of 437.8 million Swiss francs in the 2020 financial year. Of that, al-

most 30 million francs were from the life insurance division. According to company records, the insurer has more than two million customers. With the long-term savings insurance plan EOL, the insurer has introduced a new flagship product into its portfolio. The innovative pension solution offers doubled security combined with an attractive returns potential.





## The future of insurance

msg life ag  
Humboldtstraße 35  
70771 Leinfelden-Echterdingen  
Email: [life@msg.group](mailto:life@msg.group)

[msg-insurance-suite.com](https://www.msg-insurance-suite.com)