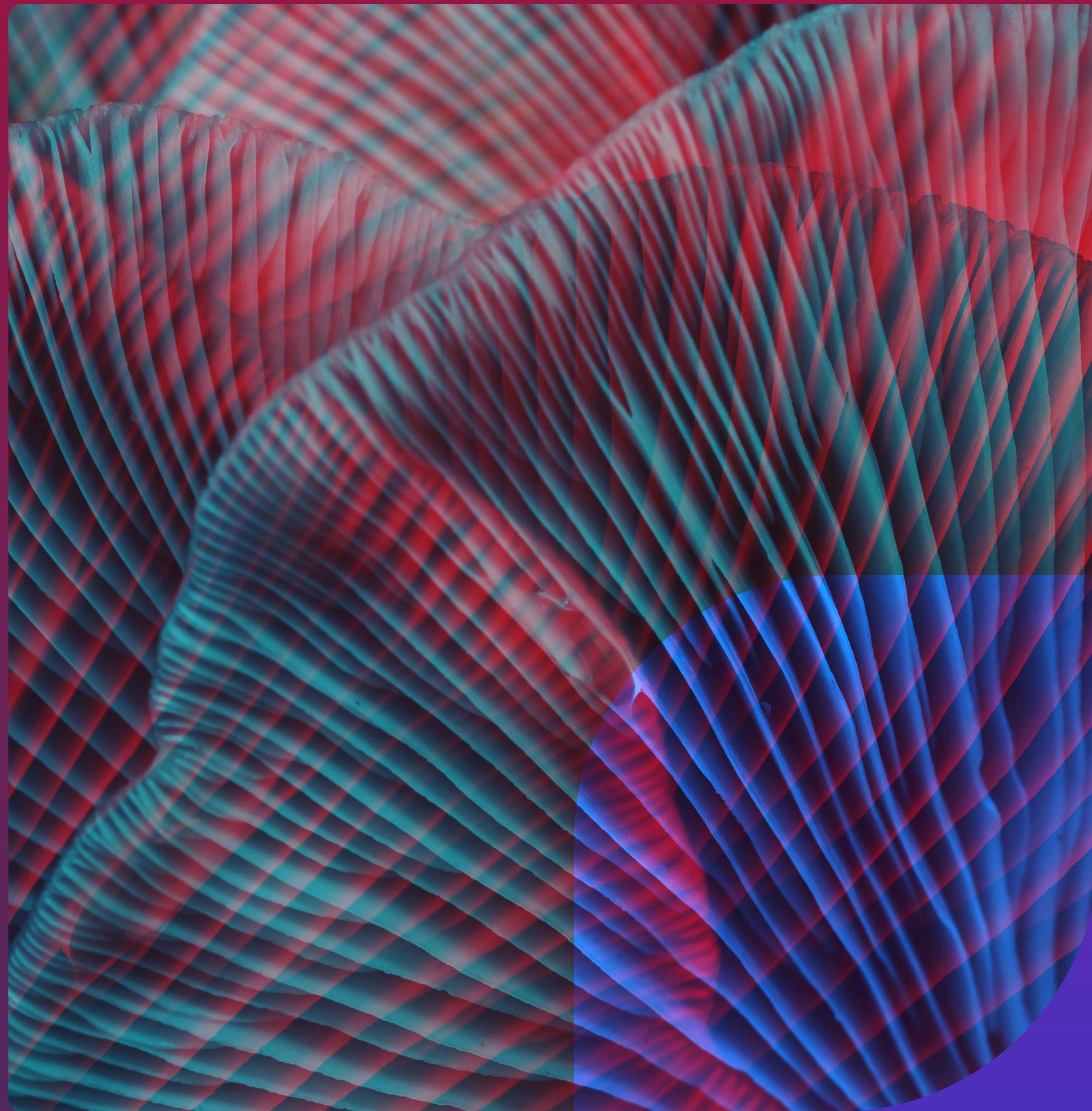




## Three into one – it works

SIGNAL IDUNA – fit for the digital world with  
a successful migration to msg.Life Factory



## SIGNAL IDUNA – fit for the digital world with a successful migration to msg.Life Factory

In roughly two years SIGNAL IDUNA migrated almost 1.6 million policies from two different policy administration systems to msg.Life Factory. Product innovations and ongoing developments required for new business were also implemented in the course of the project. With Life Factory, SIGNAL IDUNA now has a harmonised IT platform for its new business and its existing life insurance policies.

### Initial situation

SIGNAL IDUNA chose the policy administration system msg.Life Factory back in 2008 in order to process all its new life insurance business on this modern IT platform. Migrating all the life insurance policies from the two legacy systems to SI Life Factory was the next important step towards harmonising the process and application environment and shaping the digital transformation. Because in the digital age, with the different customer requirements and growing demands made of customer service that it brings, a modern, homogeneous IT landscape is absolutely critical for success.

# ● Complete migration of nearly 1.6 million policies from two legacy systems.

## The project

A clear goal was defined right at the start of the migration project in summer 2015: as of 2018 all processing of all life insurance policies should take place exclusively in one administration system, SI Life Factory, on the basis of msg.Life Factory, which was already in operation for all new business.

Migrating almost 1.6 million policies from two policy administration systems in just over two years was a particular challenge for everyone involved. With two source systems covering all the common product lines for private and corporate client business, it was also about successfully coping with enormous product diversity and complexity. Quite apart from the fact that customer service was still operating with three systems during the project period and that product innovations necessary for new business were implemented in parallel.

The policies to be migrated were moved to SI Life Factory in four tranches. A smaller tranche was deliberately chosen to start the migration. Gaining experience, testing and optimising the procedure in this way was the right approach, and made it possible to transfer the next three larger and more

complex tranches accurately and smoothly. Involving employees from customer service in the project also proved to be very worthwhile, especially for the transition to regular operations after each tranche had been migrated.

Decisiveness, prioritisation, a smart migration strategy and very good planning were the foundations for success. 'All the cogs have to fit together accurately so that the complex and diverse portfolio can be transferred as smoothly as possible to live operations in the target system SI Life Factory,' sums up project manager Dr Lutz Krüger.

As early on as the third tranche, and especially for the fourth and final tranche, it was common to hear people saying, 'It's all working out like the last time,' as the cogs engaged more and more precisely with one another.

## ● Volume, speed and outstanding quality: it takes a team

In the end everything went to plan! ‘We knew from the outset that the goals were very ambitious,’ recalls Clemens Vatter, whose responsibilities on the SIGNAL IDUNA Management Board include life insurance. ‘But thanks to the dedication and enormously focussed collaboration between the colleagues from SIGNAL IDUNA and the project staff from our partner msg life, we were able to meet all the targets.’

### **Fit to shape the digital world**

Even the traditional benefits of merging policies in a single IT environment are enormous. The harmonisation of processes in customer service, reduction in the number of IT systems, one-off mapping of regulatory requirements and, of course, as a result, a substantial reduction in complexity and costs, just to mention the most important.

But in the digital age it is about even more than that! Customers want to be involved as active partners in the business processes, in real time and from wherever they are.

SIGNAL IDUNA is also continuously optimising its services, using customer portals and apps to create a positive new experience for its customers and partners.

‘Focussing on just one modern platform is an absolute advantage for optimising and designing new interactive services for our customers,’ states a satisfied Professor Dr Warg, whose responsibilities on the Management Board of SIGNAL IDUNA include software development and technical infrastructure operations. ‘Key resources needed for innovations, such as expanding the service-dominant architecture, are no longer tied up in the maintenance of parallel legacy systems,’ he added.

## ● Project results

- Complete migration of nearly 1.6 million policies from two legacy systems.
- Completion of administrative functions for private and corporate client business – also across all closed product groups.
- Harmonisation and greater efficiency in customer service thanks to standardised processes from a single system.
- Harmonisation of the IT application environment on one core system for life insurance.
- Lasting reduction in operating and staff costs due to use of just one system.

### **SIGNAL IDUNA – tradition that creates the future**

SIGNAL IDUNA 

The SIGNAL IDUNA Group, a product of the merger between Signal Insurance from Dortmund and the Hamburg-based Iduna Nova Group, is one of the biggest insurers in Germany. Around 11,300 employees manage some 12 million insured customers and policies. In 2016 the Group generated

premium income of around EUR 5.6 billion and managed assets of nearly EUR 68 billion. Within the Group are individual companies including Iduna Life, SIGNAL IDUNA Pension Fund, SIGNAL IDUNA Health Insurance and Deutscher Ring Health Insurance.



## 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)