welcome

Case study

Helvetia

Multi-country, multi-branding roll-out of iWelcome's IAM solution for Swiss insurer

The key to Helvetia's digital transformation

As part of a broad digital transformation program, Swiss insurance company Helvetia Group was looking for a safe and effective entrance key to give 5 million customers and 7,000 employees in 6 countries access to its digital platform. Helvetia teamed up with iWelcome as its IAM partner to help optimise Helvetia's customers' experiences and to boost the enterprise's cloud strategy.

As an internationally operating insurance service provider, Helvetia has an impact on the lives of millions of people. Customers in Switzerland, Germany, Italy, Spain, Austria and France rely on Helvetia's solid business performance and strong standard. From accident insurance to car and pet insurances: to anything that has value, and in any situation involving risks, Helvetia offers reliability and trustworthiness.

Strong customer-facing portal apps and data management

That same quality was to be applied to the development of strong and safe customer portal apps and data management for both the Helvetia and the Swisscanto brand as well as to solid IAM solutions for their employees. The far-reaching project had become necessary to offer customers a seamless customer journey when dealing with the Helvetia organisation that has experienced strong growth over the years – but lacked one uniform, effective online presence.

helvetia   **Swisscanto**

Helvetia was particularly aiming to improve its performance in offering access to all of its services with a smooth and safe single sign-on experience for all customers and employees.

Multi-brand, multi-country IAM solution for consumers and employees

Helvetia embarked on a challenging project to create strong a digital platform for customers to access services and for employees to work on. It would not only have to be a multi-brand (Helvetia and Swisscanto), but also cloud-based m Identity & Access Management (IAM) solution that is to work seamlessly in all countries of operation. Being able to offer IAM for both consumers and employees and to enable scaling of the operation were important specs that iWelcome would later prove to accommodate effortlessly.

Wanted: a rich set of options

To ensure easy and safe access to its portals, Helvetia was particularly looking for a SaaS solution offering a rich set of IAM options including Single Sign On (SSO) identity proofing, verification and multiple authentication factors. As the project was intended to benefit the customer journey, the solution was to support comfortable social login registration features, taking the culture of the different countries into consideration. And being one of Europe's most trusted financial institutions, the solution needed to comply with Helvetia's strong security requirements.

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High-volume traffic

The solutions were to be able to deal with high-volume traffic. Not only were 7,000 employees to be granted access in an easy and safe way, the same would apply to Helvetia's and Swisscanto's customers: 50,000 to begin with in Spring 2017, mainly in Switzerland, building up to 5 million in 5 years – in all six countries of operation.

Statistics

5.000.000
consumers

7.000
employees

2
brands

6
countries

European supplier, European data storage

After an intensive orientation and selection process, only iWelcome was able to meet all requirements, for a number of good reasons. Besides its Identity-as-a-Service (IDaaS) offering producing a good fit with Helvetia's requirements, iWelcome's European identity, including local data storage, also provided a match with Helvetia's ideas about data security. iWelcome hit the right key with its GDPR-by-design approach and the fact that some iWelcome-experts had already built trust over the years in professional discussions with Helvetia's management in the IAM consultancy arena. While complimenting iWelcome's team for the pleasant and professional sales cycle, Helvetia had found its IAM partner.

Implementation: connect to on-premise IAM solution and two SaaS platforms

The implementation was handled in just under four months by a five-member team consisting of an iWelcome account manager, a solution architect, two technical consultants and a project manager. Working closely together with Helvetia's IT experts, one of the top achievements of the joint team was the successful integration of iWelcome's IAM solution to Helvetia's current on-premise IAM solution and two important external SaaS platforms. This type

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of integration – creating a hybrid solution – is proof of iWelcome's open approach that caters for enterprises willing to protect and continue their investment in applications they regard as business-critical.

Better, stronger and more secure

iWelcome's solution helps the Helvetia Group's digital transformation program in their mission to full compliance with the latest Europeans regulations on customer data (GDPR and e-Privacy). Helvetia is set up with a robust, future-proof, efficient and effective way to interact with its European audience – and further build its presence in the market. Helvetia (and its Swisscanto brand) are ready for a future of strong growth while further building – and showcasing – its extensive and growing offering of products and services!

About iWelcome

iWelcome provides Identity & Access Management as a service (IDaaS). With iWelcome's cloud platform, organisations manage the identity lifecycle and the access rights of their employees, private and business customers, partners and suppliers in a simple, secure and efficient manner. iWelcome is a 100% European company, is certified by the Dutch Government and resides exclusively in European Datacenters. Our platform and organisation are engineered to facilitate the complexity and security requirements of small and large enterprise and government organisations.