



CASE STUDY

Gore Mutual embraces digital transformation to increase revenue and improve client experience



At a glance

This Canadian insurance company leverages digital technology and the cloud to reinvent its business, becoming more agile and providing modern tools to meet the needs of customers and users.

Business situation

Avanade has been working with Canadian insurance company Gore Mutual since 2010, when we were tasked with implementing a Microsoft Dynamics CRM platform to support its business. This engagement led to a close and trusted working relationship between our teams, and Avanade completed several projects with Gore in the following years, including developing the uBiz platform in 2015, which leverages agile Microsoft Azure technology to enable small business customers to design their own insurance policies and buy them instantly and securely online.

Gore engaged Avanade to discuss the organization's desire to embrace digital technology in the face of a rapidly changing industry. In the past, the insurance-selling process was almost completely paper-based, and products were sold almost exclusively through brokers. However, changing consumer habits and preferences, as well as the preferences of brokers, were quickly shifting toward digital tools that offered more convenience and personalization.

Gore understood that by providing customers with digital, self-serve options, and removing the broker from the equation, it could sell products more efficiently. At the same time, offering modern digital tools to brokers would make those brokers more willing to promote Gore's products, making the company more competitive.

Gore Mutual was trying to become what its customers and brokers wanted it to be, and it was ready to undergo a major digital transformation by embracing the cloud, becoming more agile and reinventing the technology behind its products and processes to serve its business and customers better. However, Gore wasn't able to attract the right talent to achieve these transformational goals, so it turned to Avanade for help and guidance.

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Solution

Very quickly, Avanade became Gore's digital arm, and our relationship developed into a full strategic digital partnership. We helped the company undergo a near complete transformation, modernizing and moving its intranet, website and mobile app to the cloud. We drove cloud adoption for all of its systems, including migrating the company to a new Dynamics CRM for broker management, creating new direct-to-consumer digital solutions, and developing the aforementioned cloud-based uBiz platform, which was an immediate, award-winning success.

Avanade has taken a truly cloud-first approach to transforming Gore Mutual's business systems. The uBiz platform leverages Azure App Services as well as Azure IaaS supporting systems, and we have continued this trend by adopting Dynamics 365 for CRM and Azure Active Directory as Gore's cloud identity store. By leveraging a cloud-hosted CRM solution, the company is able to stay up to date with the latest CRM solutions and offerings with minimal overhead to its operational practices. Dynamics 365 has provided greater visibility into both client relationships and broker/partner relationships, with modern entity frameworks designed specifically for Dynamics 365. Additionally, these solutions have empowered Gore's entire salesforce with better access to mobile data through the Dynamics 365 mobile app and reliable off-premises usage through the Office 365 global network.

Results

The cloud-enabled agility to modernize and upgrade its processes and tools quickly has completely transformed the expectations of the business at every level, increasing sales productivity and speed-to-market for new products, and making Gore Mutual far more competitive within the industry. It has also allowed the company to better scale for increased growth. Powered by cloud technology, Gore's goal is to increase its overall portfolio by 20 to 30 percent by 2020.

In the face of an evolving industry, Avanade's cloud transformation work for Gore Mutual has positioned the company for incredible success. In March 2016, Gore was recognized by Celent, a global technology research leader based in New York, as a model of how to implement an IT program.

"Avanade has proven themselves to be an ideal partner for Gore Mutual on our journey to provide our customers and brokers with robust, cloud-first, digital tools and technology. Their ability to understand our unique business challenges, help us establish a clear vision and execute on a digital transformation roadmap has allowed us to introduce new products through new distribution models. Their ability to execute has helped us feel much more comfortable as we continue our migration to cloud-based, reliable, and scalable services using Azure."

-Sean Christie, CIO, Gore Mutual

About Gore Mutual

Since 1839, Gore Mutual has been known for its financial strength, genuine relationships and innovative pioneering spirit. It is future-focused to help its network of insurance brokers and its customers go forward with confidence. For more information, visit www.goremutual.ca.

PLEASE NOTE: This story describes work that was completed by Infusion, which was acquired by Avanade in February 2017.

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About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries.

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