

## Case study

# Aviva Mobile

Avanade helped Aviva enter the market with its first app for Italy

### Customer profile

With over 300 years of experience, Aviva is the largest insurer in the UK and one of Europe's leading insurance providers. The Group provides insurance, savings and investment products and services to 34 million customers around the world.

Aviva's true strength lies in the fact that it operates with the same corporate culture and the same consistency all over the world, like one large team. The Group guarantees maximum efficiency in both the Life and General Insurance sectors, offering increasingly advanced and competitive solutions.

With a presence in Italy since 1921, Aviva is one of the top ten insurance companies according to the Associazione Nazionale fra le Imprese Assicuratrici (ANIA — Italian National Association of Insurance Companies) ranking. The company boasts an extensive presence throughout the country, thanks to its network of multi-mandate branches and agreements with three of the major Italian banking groups. Aviva operates in both the Life and the General Insurance sectors, providing its customers with complete insurance solutions targeted to meet the needs of individuals, families and businesses.

The company has always been engaged in corporate social responsibility, operating in full compliance with the highest ethical standards and lending its

support to initiatives focused on enhancing the culture of diversity, securing children's futures and safeguarding health.

### Business overview

Aviva decided to enter the world of mobile applications, launching their own brand in this market. This is a B2C app aimed at existing and prospective customers.

### Project description

"Aviva Italia" is an app available on the major smartphone and tablet platforms (iOS, Android, Windows Phone and Windows 8), and is free to download from the relevant app stores. The app enables users to send accident reports, through data collection and electronic completion of the CAI accident report form. By accessing the Customer Area (*Area Clienti*), it is also possible for users to check their own insurance status and to track payments and upcoming deadlines.

Using the app, users can also locate branches or agents, view the product catalogue and access useful contact numbers. The features of the application, such as accident reports or branch details, for example, are managed via a web portal.



From a technical point of view, to minimise the effort of managing various mobile platforms the application was created using the Microsoft .NET framework that allows business logic to be reused on various mobile operating systems.

In order to reduce the impact on the existing infrastructure, limiting operating costs and having dynamic control over volume management, the portal and back-end services were created and published using Windows Azure, Microsoft cloud platform.

### Results

Avanade succeeded in fully satisfying the client's requirements, allowing Aviva to have a significant presence in the major mobile app stores within ten months and establishing this presence with an app that is among the most complete and innovative on the Italian market.

- The app was created within the projected time frame and the feedback received highlights the client's complete satisfaction.
- Avanade helped Aviva's IT department to keep its promises and achieve challenging objectives.
- Aviva recognised Avanade as a benchmark partner for its mobile strategy.
- On budget, on time and on quality.

### How Avanade helped

Aviva is a direct client that chose Avanade based on a relationship of trust developed over time and our previous experience in this field. "Aviva Italia" is the first B2C mobile application created by Aviva in Italy.

### Project scope & timeframe

January – October 2013

### Services provided

Technology: Windows Phone 8 – Windows 8 – iOS – Android – Windows Azure

*"We are very pleased to have carried out this project in the mobile sector with Aviva. We worked together to achieve the proposed objective on time and on budget, and the result certainly lived up to our expectations."*  
Ugo Castellani, Solution Director, Avanade Italy

*"Digital tools and this app in particular are a real support for customers and agents. The Aviva Italia app can provide immediate responses to a variety of needs, offering a range of useful services on the move."*  
Louis Roussille, Digital & Innovation Director, Aviva



#### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions 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 29,000 professionals in 23 countries. Visit us at [www.avanade.com](http://www.avanade.com)

©2017 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.

#### North America

Seattle  
Phone +1 206 239 5600  
[America@avanade.com](mailto:America@avanade.com)

#### South America

Sao Paulo  
[LatinAmerica@avanade.com](mailto:LatinAmerica@avanade.com)

#### Africa

Pretoria  
Phone +27 12 622 4400  
[SouthAfrica@avanade.com](mailto:SouthAfrica@avanade.com)

#### Asia-Pacific

Australia  
Phone +65 6592 2133  
[AsiaPac@avanade.com](mailto:AsiaPac@avanade.com)

#### Europe

London  
Phone +44 (0) 20 7025 1000  
[Europe@avanade.com](mailto:Europe@avanade.com)