

Avanade supports insurance group Europ Assistance in the migration to SharePoint 2013

Customer Profile

Europ Assistance is an insurance company, and world leader in providing private insurance services. Founded in Paris in 1963, today the group specializes in providing its assistance for various personal needs such as travel, car, family and health. The range of insurance services and coverage offered by the company responds to a variety of demands, supporting the subscriber in both critical situations as in everyday life. Europ Assistance's holding company is based in Paris and its' share capital is entirely owned by Assicurazioni Generali.

The company's presence in Italy dates back to 1968, the year in which the insurance group became market leader in Italy for private assistance. In 1993 as a consequence of the CEE Legislation 84/641, that legally recognized private assistance as insurance, and not just as a service, the company obtained authorization to perform in other relevant areas for its business: private injuries, hospitalization due to personal diseases, fire, theft, damage to personal belongings or vehicles, as well as financial loss and legal protection.

Business Need

The primary need of the client was to streamline and improve its already existing platform in order to fully satisfy and meet the needs of its end users. For this purpose the client had decided to adopt Microsoft SharePoint 2013, the ideal platform on which to create new solutions and on which to migrate their existing assets, starting with the migration of the customer institutional website. In order to proceed, the customer required the support of a service provider to help migrate to the new platform and to implement the new version of their website. In addition, the client wanted to convey all the information and functionalities already available on the website onto a mobile version, in order to provide its users with an additional interactive channel of communication. Europ Assistance's portal has a double function: to advertise as well as sell the insurance services provided. The migration to SharePoint 2013 represented for the company a wise choice in terms of innovation and functionality in perfect sync with the client's urge for a digital renovation.

Why Avanade

The customer recognized Avanade's strong expertise and skills on Microsoft technologies with a particular focus on SharePoint 2013. Avanade already collected extensive experience on this technology partly due to its solid relationship with Microsoft. Europ Assistance was fully satisfied by Avanade's innovative and technological approach aimed to wholly exploit all of SharePoint 2013 capabilities.

Project Description

The project involved the migration of Europ Assistance's website to SharePoint 2013. Originally the company website was accessible uniquely from the desktop but now thanks to the functionalities provided by SharePoint 2013 Device Channel the website has enhanced its portability to other mobile devices (smartphone and tablet). The renewed website went live last February.

"Accomplishing this project with the support of Europ Assistance has represented for Avanade the achievement of a few important goals: first of all having realized one of the first e-commerce websites in Italy on a SharePoint 2013 platform, secondly for the synergy between the work groups engaged on this project. The success of this achievement has been partly granted by the collaboration and interaction between the Avanade's team managed by Massimiliano Ambrogi and the one of Europ Assistance led by Stefano Mainardi. Both teams have worked side by side in order to achieve the goals set. Although it was the first time for the two teams to work together the excellent results were quickly visible as well as the high quality of the work done, this was key in guarantee a seamless transaction from the old to the new CMS".

– Marco Burattino, Insurance Business Development Executive of Avanade Italy

Results Realized

From an IT point of view, the migration to SharePoint 2013 has enabled:

- A greater rationalization of the already existing platform;
- An improvement in the integration with the already existing technologies;
- Increased independence for the customer when creating website contents;
- Higher flexibility when updating the website and its mobile version

This migration has represented from an IT point of view, a significant step forward, enabling the customer to offer its services throughout its e-commerce platform (just like in the previous version) this has been made possible thanks to the Integration Model App supported by SharePoint 2013.

Technology and Solutions

- Share Point 2013 and its innovative features:
- App Integration Model
- Device Channel
- Cross Site Publishing (feature that allows to manage the contents in one site while enabling them to be accessed from different sites too).

“From the moment we decided to use SharePoint 2013 as preferred platform for the migration of our website, Avanade proved to be the ideal partner to support us and guide us to achieve the portability of our website on mobile. Avanade’s expertise and competence has allowed us to successfully complete our project on time”

– Massimo Nichetti, CIO of Europ Assistance



About Avanade

Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 23,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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