PINK

Customer Case
CED

Summary of the facts:

- ✔ Company: CED European Claim Experts
- ✔ Sector: Insurances
- ✔ Number of employees: 1,150
- ✔ Activities: International Claims Management and Expertise
- ✔ Solution: Implementation of Mendix platform for the flexible development of business applications
- ✔ Operational since: January 2013

About Pink Elephant

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating the knowledge and creativity of the people in these organizations into tangible results.

Since its foundation in 1980, Pink Elephant recognizes an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant operates in more than 20 countries and provides business and management consultancy and other services, such as Enterprise App Services, IT Services, Document Services and Education.

Vision

Business transformation is vital in a time when technological developments happen in quick succession. The knowledge and creativity that already exists within organizations is often utilized insufficiently because both IT and business processes lack agility. Companies must invest in new Agile procedures and knowledge sharing and must also give more attention to the synergy between mankind and IT. Pink Elephant provides the people and the resources that help organizations take the next step in the transformation of their business.

Mission

Pink Elephant is the technology radar that helps organizations, at a strategic level, to achieve their business objectives. The major resources to do this are flexible IT systems and new ways for people to work together. With Pink Elephant as a partner, companies can break away from their traditional systems by using innovative technology, training and consultancy. In this way, they are better prepared for the future through the correct deployment of people and IT.
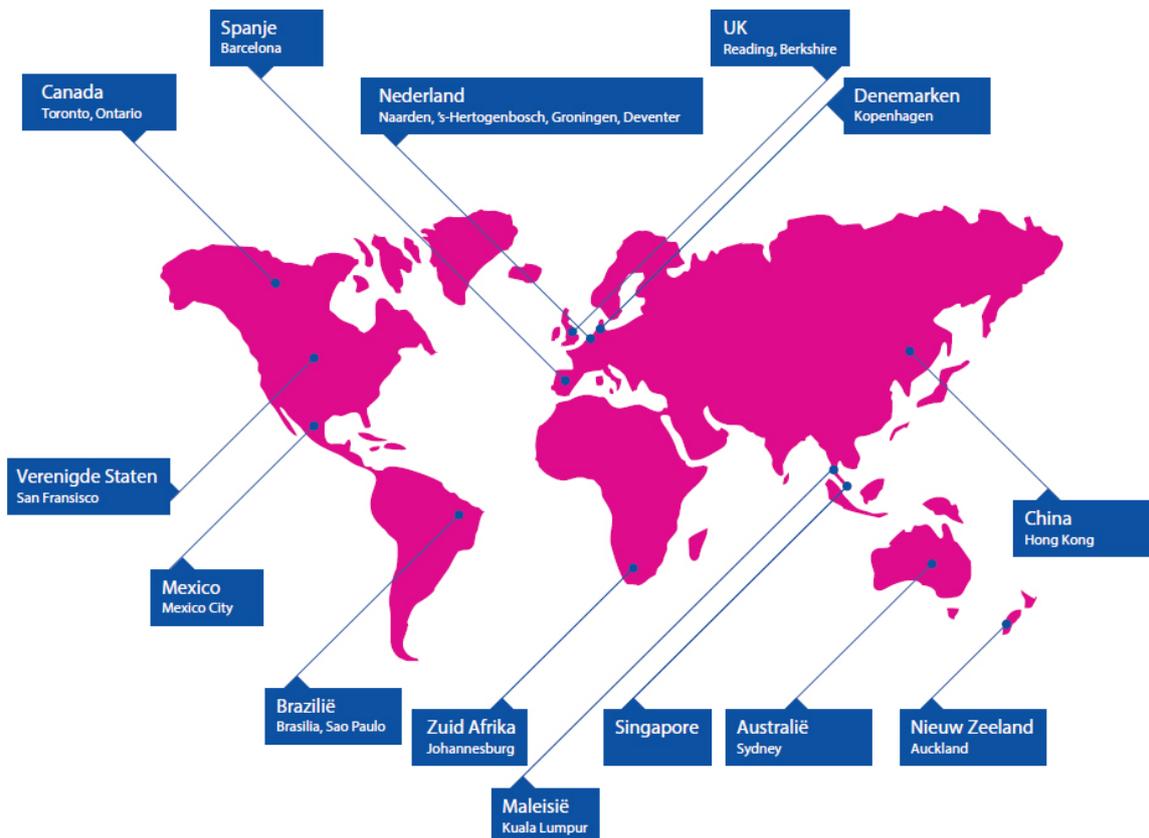
CED is a European service provider in the field of claim process management for insurers and self-insurers. CED started out by looking for a technological solution for automating various business processes and for putting new services on the market more quickly. Together with Pink Elephant, CED developed a durable Mendix application platform over and above the existing infrastructure, which now fully satisfies this demand.

> *"From the point of view of innovation, we have, with Pink Elephant, implemented the ideal platform for the development of applications. A durable foundation for our application landscape, upon which we will continue to build, now and in the future."*
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> Jochem Davids, Director of Claims Solutions

CED provides a large range of services related to claim process management, including damage assessment for insurers. As is the case in many financial companies, the core systems of CED consist of IBM AS400 database servers from the eighties. CED wanted to update this infrastructure, partly for cost considerations but more so to improve the service to insurers. In his capacity as Director of Claims Solutions at CED, Jochem Davids was involved in the development process, during which, within a very short time, together with Pink Elephant, a new Mendix platform was built. This modern development platform now makes it possible to build new business applications within a very short time and in a highly flexible manner, without there being any need for knowledge about programming.

Innovation and Legacy

A major barrier to CED's wish for innovation was the obsolete legacy systems. Davids says: "The hardware was end-of-life and the software was not at all ready for the future. Moreover, having your own hardware involves all kinds of costs and risks. After all, you have to employ programmers to maintain of these obsolete systems." CED started to think about a solution for updating the corporate systems in order to be able to meet the changing wishes of insurers and clients. What was essential in this respect was that the existing corporate environment should continue to work and that suitable software be available that would allow for a quick development of business applications. Davids says: "Of the parties that we were looking into, Pink Elephant turned out to be the best. With the Mendix platform, they had already chosen for the right tooling , but the deciding factor was their unmistakable experience in the insurance industry." Another wish of CED was to deploy the knowledge and manpower in the organization in a more modern way. "We wanted to streamline our processes and make them more efficient. In this respect, the market has changed considerably."

MultiHerstel

The first project based on the new platform is MultiHerstel, a website where clients of insurers can determine independently by whom and at which price-quality ratio damage is recovered. All the affiliated recovery companies work with well-defined contractual agreements and price lists. Davids says: "This is a unique platform in the market. Highly innovative, because with this system, all kinds of recovery companies can report their location and availability. In addition, the client has a more complete overview of the pricing and more insight into customer satisfaction."

For CED, MultiHerstel was a confirmation that the company had made the right choice with the new Mendix platform. Davids says: "MultiHerstel has been a confirmation for us to continue with this platform. There were more projects in the planning, among which the FLEXSys Brand. This is a platform that allows us to give quick advice to insurers on the basis of our knowledge and experience with BrandVaria claims. This advanced platform includes all kinds of decision rules, statistics and decision trees, resulting in a much more efficient process and a better management of the cost of claims."

Pink Agile Framework

During the developmental stage, CED worked according to an Agile methodology: the Pink Agile Framework. Since the delivery of the new platform, CED has been transitioning towards working agilely throughout the organization. "One of the preconditions for this project was that our own project leaders were also trained to be able to work agilely. From this point of view, Pink Elephant also had to harmonize well with CED, because this really is a new, dynamic way of working. In the old days, you had to spend an afternoon once every three months, whereas now you have to consult once every two weeks with IT workers who are doing development work for you. This requires a lot more commitment."

According to Davids, the transition from a classical corporate way of working to an Agile one was, for an organization like CED, quite a radical process, but at the same time one with unmistakable advantages. "If you look at the old way of running projects, you often see that half of the requirements are not achieved. Working agilely creates much more efficiency and makes it possible to adjust objectives on the basis of new insights gained during the process. The organization has to get used to the fact that a stronger demand is made on you, but this eventually leads more quickly to better results." According to Davids, it is essential for the acceptance of an Agile way of working in the organization that employees be given enough time and space to adapt to this more intensive way of handling the developmental process. "You have to incorporate this capacity for change into the organization. You have to learn to adapt with the support of the management board and the board of directors. There has to be a clear commitment to implement this change and the employees have to be given the space to adjust to this."

"CED and Pink Elephant realize a future-proof application development platform"

Operating Results

Davids concludes that the speed at which CED is developing applications has improved considerably. "An application, the development of which took us eight to twelve months in the past, is now ready within two months. But the platform that we have set up now is much more than just MultiHerstel. With Mendix we have the possibility of developing all kinds of applications without programmers and, what's more, much faster." Together with the increase in development speed, the Mendix platform also turned out to be the best way for CED to innovate over and above the obsolete IT infrastructure. Davids says: "A legacy environment usually consists of all kinds of interwoven logic. If you want to build opportunity-driven applications over and above this environment, you need the right tooling. With MultiHerstel we have really broken away from our legacy environment by putting a brand new product on the market in a very short period of time. This reflects the powerful combination of Mendix and Pink Elephant."

Future-proof foundation

For CED, the platform that was built with Pink Elephant meant a drastic turnaround for the organization. Davids says: "From the perspective of innovation, we have, with Pink Elephant, implemented the ideal platform for the development of applications. A durable foundation for our application landscape, upon which we will continue to build, now and in the future." For CED, this is a particularly successful project that has, within one year, already resulted in two concrete new products and has also contributed to creating an Agile organization. "This is proof that you can develop modern apps with a legacy environment as well. In the years to come, we will bring new innovative applications to the market and, in the medium term, also bring it into action in the cloud. Pink Elephant consists of professionals who know what they are talking about. Until now, the cooperation has been very pleasant. It really is a partnership with a future, in which we are also now thinking about how we can combine our know-how in other areas."

Advantages:

- ✓ New applications can be developed quickly and in a process-driven way
- ✓ Various business processes are automated and run more efficiently
- ✓ The quality of determining the cost of claims has been improved
- ✓ New services can be rolled out quickly to other clients
- ✓ The MultiHerstel project has confirmed that with Mendix we have chosen the right platform
- ✓ The developmental path has contributed to creating an Agile organization
- ✓ The existing legacy server park does not have to be replaced
- ✓ The new platform is modern and can be expanded in a flexible way