



A scalable digital foundation for optimal digital services and innovation



Stable and flexible foundation for development and roll-out of new digital services



An open, hybrid platform with a flexible, secure and stable IT environment



More attractive employer for IT talent through the use of modern technology

Achmea lays a flexible, secure and future-ready foundation to deliver better customer experiences

Achmea has a leading position in the Dutch insurance market. To remain of added value, both in the present and in the future, the company develops online services that respond to the needs of existing and new customers. To achieve this, the insurer makes use of technology and data in a clever way that allows them to quickly add new services or make changes based on customer feedback. By implementing VMware Cloud Foundation, Achmea has a flexible hybrid cloud infrastructure including Microsoft Azure Cloud. This provides flexibility to rapidly adapt and makes business operations and innovation more efficient and effective.

Helping 10 million customers

Achmea is a major financial services provider in the Dutch market. With brands such as FBTO, Centraal Beheer, Zilveren Kruis and Interpolis, the company provides health care, damage and income insurance to 10 million customers. Insurance is all about limiting risks. The market and society are constantly changing, so the challenge is to keep innovating and remain relevant to customers. Insurers are going digital, for example offering services to submit claims via apps or portals. Furthermore, Achmea also uses drones to speed up its claim process and uses chatbots. With these new and innovative digital services, Achmea offers customers the best online experience and 24/7 online (self) service. In addition to digitizing existing services, Achmea also develops preventive services, such as apps that help people to live a healthier life.



Achmea is a large financial services provider and insures about 10 million Dutch people for health care, damage and income through brands such as FBTO, Centraal Beheer, Zilveren Kruis and Interpolis.
www.achmea.nl

INDUSTRY

Financial services

HEADQUARTERS

Zeist, the Netherlands

VMWARE FOOTPRINT

VMware Cloud Foundation™



Pre-sorting on the cloud with a stable, flexible foundation

Achmea came into existence due to a merger of insurance companies, which meant that the IT environment was very diverse. This required a lot of maintenance and it was difficult to keep knowledge of the various technologies up-to-date. The legacy systems also made further digitization more difficult. Due to complexity, it was hard to respond to new ideas quickly and to develop and deploy innovative digital services. Achmea's goal is a hybrid data center landscape in which applications can easily be moved and processes are automated as much as possible. By pre-sorting on the cloud, the company retains sufficient freedom and flexibility to use multiple cloud providers in the long term and prevent a lock-in. This is their own goal and a requirement of the regulators.

Faster and easier migration to the cloud

In order to reduce the complexity within the IT environment and to also benefit from economies of scale on a technological level, Achmea decided to standardize on VMware technology and Azure Cloud from Microsoft. Bert Bouw, Director IT Operations Achmea, explains: "We explicitly opted for VMware Cloud Foundation because it offers a future-proof platform. This not only allows us to continue to digitize and innovate our activities and services, we also make them perfectly ready for the cloud. We consciously focus on a hybrid model of an on-premises environment in combination with the Azure cloud. Our aim is that 80 percent of our applications run in the cloud by 2025."

By choosing VMware Cloud Foundation, Achmea gradually brings the IT environment to the Azure cloud. "Because we now lay a stable, flexible foundation with VMware, the migration of applications to the cloud is faster, easier and the costs are lower. It's a plus that VMware and Microsoft are strategic partners," says Bouw. The roadmap for the design of the on-premises environment and the migration to the cloud has been devised and prepared together with VMware. This ensures that Achmea makes optimal use of all technological options. The standards and best practices of VMware have

been adopted, which prevents problems with upgrades and adding new VMware functionalities. The company chose a phased approach in which all dedicated VMs and platforms were first migrated to VMware Cloud Foundation. Subsequently, some of the applications were migrated to Azure. Achmea was in charge of this process, but the company received support from VMware during the implementation.

One step ahead of customer requirements

According to Bouw, IT is an important enabler for the business, but it is also seen as a cost center. "By deploying VMware technology, we managed to reduce the IT costs by 10 percent and improve productivity by 15 percent year on year. It is a continuous challenge to operate more cost-efficiently, to increase productivity and to improve quality. These goals are linked to hard KPIs, but we are performing well. In a benchmark with other European financial organizations, we have been in the Best-in-Class segment for a few years now."

VMware technology plays an important role in the cost-saving, because it ensures that management is fully integrated and largely automated. This enables Achmea to respond to market developments and customer wishes quickly, while

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BERT BOUW
DIRECTOR IT OPERATIONS ACHMEA

guaranteeing maximum security and privacy of customer data. In the past, the implementation of changes and innovation could take up to a quarter. Through the combination of VMware Cloud Foundation and an agile working method, the change frequency has since been increased from a quarterly cycle to a weekly cycle – and if necessary, it can be done on a daily basis. The availability is also very good. In the past, specific maintenance was only possible in the evening or overnight. Now, business operations always continue. Fallback tests have shown that the environment is very stable, also during maintenance or incidents.

Achmea increases its relevance for customers with new digital services and apps, for example by using drones to quickly identify and repair hail damage to greenhouses or the development of additional services such as an app for handyman help for policyholders. Thanks to the scalable IT platform, Achmea is able to help thousands of customers online, for example in the event of a storm. Furthermore,

Achmea innovates its service provision by using chatbots. Deployment of the latest, reliable technology also has other advantages, according to Bouw: “To be at the forefront of the digitization of our activities and services, we need the best people. By choosing VMware’s modern technology, we are an attractive employer for talent, and we can fully focus on creating the best online service for customers.”



Looking ahead

As a digital insurer, Achmea wants to be one step ahead. This requires the ability to continuously anticipate new developments and opportunities. Bouw explains: “With VMware Cloud Foundation, we literally have the foundation to support our business operations in a reliable, efficient and cost-effective way. At the same time, we are ready to leverage the benefits of the cloud for our existing operations and for innovation. This enables us to lead the way in digitizing our products and services even more and we remain relevant for existing and new customers in a new world.”



With **#VMware** Cloud Foundation, **@achmea** has a stable, flexible IT foundation to support its business operations in a reliable, efficient and cost-effective way.
