



# Case Study – BGV / Badische Versicherungen

Superior Content Management: Optimized Business  
Processes in the Insurance Industry

“**FirstSpirit met our strict requirements  
for a flexible content management system.**”

Oliver Schumann, Senior IT Director



## Projekt highlights

- Central service platform for external employees and partners
- Web-based processing of business processes from rate information through claim notification
- Historization of texts, templates, media, documents, and database content for complete recoverability of earlier versions
- Greatly reduced administration expense through central integration platform
- Future-proof through modular extensibility
- Winner: “Eisenhut Award for distribution software” for best brokerage portal

## The project: content integration platform for Internet and extranets

BGV's online communication channels are as varied as the company itself and its target groups: In addition to the website, which is the central entry point to information for private-, business-, and municipal customers, there are extranets for brokers and for agents from the exclusive sales organization. BGV's external employees and partners use these service platforms to process all their business processes through the web and without delay. To ensure efficient management of various online resources, a professional content management solution is used that satisfies the company's strict requirements for usability, personalization, integratability, and extensibility: FirstSpirit™.

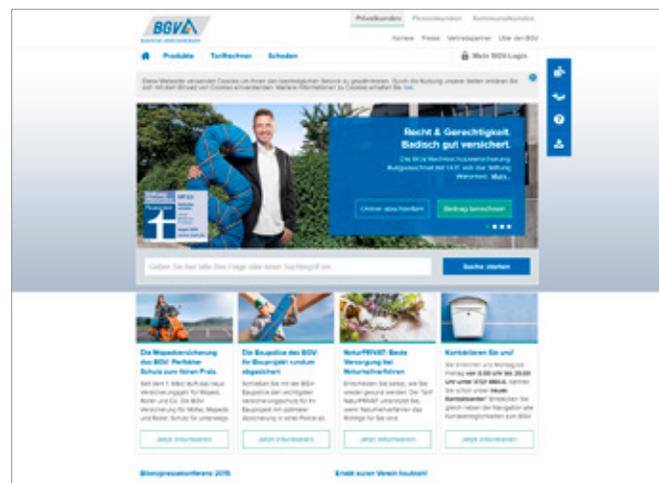
“The CMS enables flawless historical record keeping for all text, templates, logos, media, documents, and database content and allows editors to easily reproduce content.”

Carsten Gauch, Project Manager

## Synergies through reusability

“The decision to go with FirstSpirit™ was based on various considerations – among the most important were the fact that the system features modular extensibility and is future-proof, along with the optimized user-friendliness, which makes work easier for editors,” said BGV project manager Carsten Gauch. “We wanted a solution that would provide a measurable added value in our daily work.” In e-Spirit Carsten Gauch's team found exactly what they needed: The migration of the website to FirstSpirit™ and the relaunch of the brokerage portal and exclusive agent portal were implemented step by step – completely in-house at BGV after initial coaching by the Cologne-based Internet agency reality bytes.

For the extranets, templates from existing sites were used so that all the sites were consistent in design. This keeps the expense of maintaining the templates manageable. Product descriptions that are used both on the website and in the extranets only have to be handled once by the editors in FirstSpirit™ and are then available for all channels: thus making redundant content a thing of the past.



# FirstSpirit™

## Comprehensive e-business solution

Search and personalization modules have been specially added to FirstSpirit™ for the extranet portals. This provides brokers and exclusive agents with a personalized working area: In addition to a designated inbox and personalized information, such as a summary of current commissions and sales orders, they receive up-to-date news on the homepage that guides visitors directly to the portal via FirstSpirit. A central download center provides direct access to all documents. Users can save frequently-used web applications to the individual homepage along with their web favorites. A search feature that accesses all content simplifies the process of finding documents in different search directions, for example by branch (legal, auto, etc.) or document type (applications, customer information, marketing materials, etc.). Rate software from product partners is also integrated in the e-business solution: All business processes, from rate information to claim notification, can thus be easily managed on-line.

## Conclusion: superior quality

With FirstSpirit™ as a central content integration platform, BGV has been able to drastically reduce administration costs. The service quality of the brokerage portal was also a key factor that impressed the judges for the “Eisenhut Award for distribution software”: The portal was awarded the coveted industry prize as the best brokerage portal in 2009. BGV will be launching additional web projects with FirstSpirit™ for future compatibility. This project will be followed by the reworking of the municipal customer and private customer portals.



FirstSpirit met our strict requirements for a flexible content management system with flying colors. The solution allows for the automation of many processes. Thus the costs incurred in maintaining portals is greatly reduced. Through the clean separation of structure and content, all content can be maintained centrally in FirstSpirit and published to any desired output channels without editors having to contend with such details as maintaining consistency with corporate design – that happens automatically.

Oliver Schumann, Senior IT Director

## Badischer Gemeinde-Versicherungs-Verband

The insurance company Badischer Gemeinde-Versicherungs-Verband (BGV) was founded in 1923 for municipalities across Baden. Along with its subsidiaries, Badische Allgemeine Versicherung AG and Badische Rechtsschutzversicherung AG, it makes up the insurance group BGV / Badische Versicherungen and provides

insurance coverage to private- and corporate clients nationwide. The company has more than 700 employees and 25 trainees. With a volume of nearly 230 mil. EUR and around 1.4 mil. policies, the insurer remains on a steady growth curve and boasts higher-than-average customer satisfaction. According to the Federal Financial Supervisory Authority, BaFin, the company has the lowest complaint rate in the auto and in general liability areas.



BGV main building in Karlsruhe

## About e-Spirit Quality comes from inspiration

e-Spirit is the manufacturer of FirstSpirit™, the content management system for companies with high expectations of their solutions. e-Spirit is a reputable internationally-oriented product supplier with big-name customers in all sectors.

 **e-Spirit**

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