

NATIXIS ASSURANCES CHOOSES CSC'S  
**GRAPHTALK A.I.A**  
**FOR A TOTAL**  
**OVERHAUL**  
OF ITS INFORMATION SYSTEM



CSC

TO RESPOND TO REGULATORY CHANGES AND MARKET EVOLUTION, AND TO SUPPORT GROWTH PLANS, INSURERS OFTEN NEED TO FUNDAMENTALLY RENOVATE THEIR INFORMATION SYSTEMS. SUCH A LARGE SCALE SYSTEMS UPGRADE PROGRAMME WAS SUCCESSFULLY COMPLETED BY NATIXIS ASSURANCES, WITH THE SUPPORT OF CSC'S GRAPH TALK A.I.A SOLUTION. THE CSC SOLUTION WAS CHOSEN BECAUSE THE INSURER BELIEVED IT WAS THE ONLY SYSTEM ABLE TO SUPPORT ITS LARGE VOLUME OF CONTRACTS - 1.3 MILLION.

Efficient information systems enable insurers to respond to market demands: launch new products quickly, manage large volumes of business, simplify interactions with distributors, increase productivity, and improve client relationships. Selecting the system with the right capabilities and future-proofing is a key decision for ambitious insurance companies.

In 2005, Natixis Assurances launched a large scale programme for the total overhaul of its information systems, known as Evasion. Natixis chose GraphTalk A.I.A as its new administration system for life insurance - critical to the success of the programme.



*"We decided to upgrade our information system, because we thought that over the long term the old system would not be able to support our ambitions in terms of business, volumes and innovation capability for life insurance products."*

**NATHALIE BROUTÈLE,**  
 Managing Director at Natixis Assurances



## GREATER EFFICIENCIES

Thanks to GraphTalk A.I.A, Natixis Assurances is today aiming to improve user performance as well as increase quality of service, to the benefit of its distribution network and their clients.

*"The banking branch and broker networks benefit from increased autonomy, thanks to the flexibility of the parameterisation of the tool. The software also plays an important role in the rationalisation and optimisation of management control, making sure that reporting and decision support systems are fed directly with production data,"*

emphasises Caroline Jaouen, the project manager at CSC.

The last step of this large scale project, started in 2006 with the integration of the GraphTalk A.I.A CRM module, was completed very successfully in November 2011. Today the production system has been deployed across the entire Natixis Assurances distribution network (Banque Populaire and Crédit Maritime).

## CAPITALISING ON FUNCTION

The banking and insurance group now has a modern life insurance product and policy administration tool, that will evolve and underpin the group's strategic ambitions.

Luc Heurtaux, director of the Evasion programme at Natixis Assurances, considers the solution will provide competitive advantage, and explains its benefits:

"Since we migrated to GraphTalk A.I.A, the time needed for a user to take action has been dramatically

reduced. Operationally, people are much faster when managing contracts than they were when using the previous system."

"This tool also brings operational efficiencies for document management (entirely automated thanks to a workflow module), and offers traceability in terms of reporting that is compliant with Solvency II. The level of information generated by CSC enables us to have all the elements necessary for managing the client relationship and steering our business," concludes Luc Heurtaux.

Natixis Assurances can count on GraphTalk A.I.A to be able to support the group business requirements today and in the future.

Natixis Assurances develops and manages insurance solutions for life insurance, retirement planning and damage for private individuals, professionals, businesses, associations and farmers. A 100% subsidiary of Natixis, the investment banking and financial services operation of BPCE, Natixis Assurances distributes its offerings in France via the branch networks of Banques Populaires, Crédit Maritime, Crédit Foncier, regional banks and via external partners.



*"The level of information generated by CSC enables us to have all the elements necessary for managing the client relationship and steering our business."*

**LUC HEURTAUX,**  
 Director of the Evasion programme, Natixis Assurances



## TOTAL SYSTEMS OVERHAUL - THE EVASION PROJECT AT A GLANCE

CSC's GraphTalk A.I.A was chosen as the software platform as it was:

- Developed by a leading technology provider
- Designed for the complex requirements of today's insurance industry
- Capable of supporting a significant number of accounts
- Able to underpin the vision that Natixis had for its business.

The CSC solution was to be used to:

- Improve customer relations
  - Implement a customer relationship management tool
  - Deliver electronic management of customer documentation
  - Create an insurance section on the BPCE Internet sites.
- Increase the productivity and quality of service of the distribution network
  - Upgrade the life insurance production tool
  - Ensure reliability of the insurance customer database to synchronise with the bank rate.
- Implement a pilot for the initiative.

The Evasion project delivered:

- A unified vision of the customer base and improvement in the quality of service
  - Deployment of a corporate and transactional Internet site
  - Installation of an electronic records management system
  - Outsourcing of the digitalisation phase

- Implementation of a CRM module to create a contract management tool
- Adaptation and integration of the platform
  - Accommodated life insurance contracts, totalling 1.3 million, from every bank within the group
  - Chose the Banque Populaire Centre Atlantique - with 50,000 life insurance contracts (3.5% of the Natixis Assurances portfolio) as the pilot bank
  - 200,000 contracts from three other banks followed in the same year
  - Each migration was accompanied by a major upgrade, incorporating new products and new functionalities
  - The rest of the banks were subsequently migrated.



## GRAPHTALK A.I.A AT A GLANCE

GraphTalk A.I.A is a global leading core insurance platform with around 100 implementations. We continue to have the strongest administration package sales record – insurers across the world recognise GraphTalk A.I.A as the market leader.

GraphTalk A.I.A is a fully web-enabled solution for Life, Pensions, Health and General

Insurance – handling individual, grouped individual, and true group business. It provides an integrated, end-to-end customer, product, policy and agency-management system with:

- A complete view of all client relationships
- A wide range of templates that offer flexible product definition
- Support for multiple distribution channels including bancassurance, agents and direct
- Total administration of the portfolio throughout the full customer / product lifecycle
- Product and task-orientated workflow to automate and speed all business processes from quotation to claim
- Easy, flexible configuration without complex coding and programming.

GraphTalk A.I.A has an advanced system architecture that enables it to keep pace with external technical evolution. It has been designed for deployment within diverse technical environments, and is widely scalable from a few users to many thousands.

Its open architecture, enabled by the GraphTalk technology toolkit, allows it to work smoothly in tandem with other applications. It adheres to common industry standard

### About CSC

*The mission of CSC is to be a global leader in providing technology enabled business solutions and services.*

*With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.*

*CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.*

*For more than 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs. The company trades on the New York Stock Exchange under the symbol "CSC."*

[csc.com/graphtalk\\_en](http://csc.com/graphtalk_en)

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