



Case study

By Sacha Clark

An insurance company moves beyond tradition with new strategies

Business issue

For companies around the world, commerce and e-commerce are becoming one and the same. Each industry, however, faces unique challenges that must be dealt with before moving forward. For the insurance industry, centuries of tradition and conservatism can be a powerful barrier to change. To help overcome that barrier, a German-based insurance company brought in IBM Global Services.

Strategy

Business Consultant Sacha Clark led the IBM Global Services strategic team. Working with the company's personnel in multiple countries and divisions, they acted quickly to assess the competition, generate a positioning framework and develop a companywide strategic position. With these landmarks in place, Clark and his team were able to recommend initiatives designed to reconcile channel conflicts, access new customers, and better serve existing customers.

Results

These solid business recommendations made e-culture believers of the company board, which approved the initiatives. The company is now on its way to industry leadership in the new economy.