



Hiscox Consolidates Stakeholder Information for Profitable Business Growth

CASE STUDY

About Hiscox

Hiscox, the international specialist insurer, is headquartered in Bermuda and listed on the London Stock Exchange (LSE:HSX). With three main underwriting parts of the Group - Hiscox London Market, Hiscox UK & Europe and Hiscox International - Hiscox's success in delivering profitable growth for shareholders is based on a strategy of a balanced portfolio of international, local and regional business.

Supporting future growth

As with all financial service organisations, maintaining, managing and utilising accurate customer information is of strategic importance. Hiscox's UK, Europe and US operations were long time users of Microsoft Dynamics CRM but the company recognised the need to expand the CRM capabilities to the Bermuda Head Office. This, coupled with a requirement to improve and enhance the way in which business critical information was used, lead Hiscox to review its CRM strategy and determine which CRM solution would best support the organisation's future growth.

"We evaluated a number of alternative CRM applications but concluded that upgrading our existing solution to the latest version of Microsoft Dynamics made sound business sense," explained Dave Tookey, Hiscox's Project Manager. "Not only was this the obvious choice as our staff were already familiar with Dynamics, it would simplify the porting of data and would easily integrate with our existing Microsoft applications."

Sound business sense

Although Hiscox has a proficient internal IT team, it did not have in-house CRM development specialists. "From a strictly business point of view, it was simply not cost effective to maintain internal CRM expertise," continued Dave Tookey. "Our IT specialists are primarily focused on maintaining our internal infrastructure and working on our core underwriting platforms, and it is far more cost-effective and efficient for us to call on external high-level skills when we need them."

Having decided to upgrade to the latest version of Microsoft Dynamics CRM, Hiscox approached its long term IT partner, Hitachi Consulting (formerly Information Management Group Ltd.) - a Microsoft Gold partner and Microsoft Dynamics CRM specialist. Hitachi has a wealth of experience in helping organisations of all sizes integrate and analyse customer information, and a proven and successful deployment and project management framework that reduces risk and increases value to its clients.

Partnering with experts

"Our vision for CRM seamlessly merges traditional CRM with business intelligence applied to the entire diversity of customer transactions, providing a 360° customer insight, maximising the value of every customer in the short, medium and long term," explained Hitachi's Client Engagement Manager, Paul Collins. "We have built a reputation with some of the most renowned enterprises as a valued partner - enabling them to top-up their internal expertise and helping them to derive real value from customer information."



Microsoft Dynamics CRM provides organisations with a wide range of benefits, including point-and-click configurability, enterprise scalability, and easy interoperability to existing applications and databases. "The combination of the latest version of Microsoft Dynamics CRM and Hitachi was the obvious choice," continued Dave Tookey. "Our relationship with Hitachi meant that we could trust them to implement our new solution, ensure that it was running at peak performance and deliver the capabilities that we needed. Hitachi knew our business and our objectives and were our partner of choice."

Working in close partnership, the Hiscox IT team and Hitachi examined the possibilities of upgrading Hiscox's existing Microsoft Dynamics CRM version, but rejected this option in favour of a new implementation of Microsoft Dynamics CRM, to take advantage of the latest features and to minimise the time and effort required on configuration. The two teams had previously developed a list of objectives and during the implementation and testing phase, Hitachi was able to make additional recommendations that would further enhance Hiscox's experience with Microsoft Dynamics CRM.

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Dave Tookey

Project Manager, Hiscox

Housed in Hiscox’s London data centre, the new Microsoft Dynamics CRM is now providing staff at both the London and Bermuda offices with a wide range of benefits, including point-and-click configurability, enterprise scalability, and easy interoperability to existing applications and databases. Hitachi consultants have been on-hand to review and undertake basic modifications to the solution to meet the initial requirements of Hiscox. “We have allowed a three month bedding-in period so that users can fully familiarise themselves with the system’s basics,” explained Dave Tookey. “Thereafter, Hitachi will continue to optimise Microsoft Dynamics CRM to our precise requirements, before starting the next phase of the project which will be to integrate the CRM with our other applications.”

Hiscox’s Microsoft Dynamics CRM implementation currently supports some 44 users, equally split between London and Bermuda. “We are already seeing substantial benefits, including time savings and the ability for staff to access and act upon the information they need, when they need it,” concluded Dave Tookey. “Hitachi has been an exemplary partner. They have worked with us to reduce our risk during the implementation phase and transferred knowledge so that we are able to undertake minor enhancements internally. They are easy to talk to, understand our objectives and have continued to help us expand our use of this very comprehensive product.”



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