

TINEXT DELIVERS MARKET-LEADING DIGITAL TRANSFORMATION FOR GLOBAL INSURANCE GIANTS

New Generali Corporate Website Ranked n°1 for Digital Communications in the Financial Sector

Tinext delivers a new digital platform for global growth

Generali is a major player in the global insurance industry. For over 200 years, the group's business has played a vital role in supporting the growth, development and welfare of modern society.

Headquartered in Trieste, Generali Group is Italy's largest insurer and currently the third largest in the world with nearly € 500 bn of Group assets.

Generali Key facts



Insurance operators



2015 full year figures

Written premiums
74.2
billion euro (+4.6%)

Operating Result
4.8
billion euro (+6.1%)

ROE
(operating
return on equity)
14%
(+0.8% pts.)

Net profit
2.0
billion euro (+21.6%)

Assets under management
€ 500
billion euro (+4.2%)

Global positioning

- Insurance operations of Generali Group
- 📍 Branches: New York / United Kingdom / Hong Kong / Tokyo / Dubai / Panama
- Other countries in which Europ Assistance operates



Cutting-Edge Digital Strategy in an Established Institution

In a world filled with increasing risk and uncertainty, Generali has plenty of solid, reassuring credentials to shout about. But in the online world, success demands more than just shouting: **the Internet has become Generali's most important communications tool**, and sophisticated online and digital strategy is now vital for building and maintaining relations with customers, partners, investors and other stakeholders.

Generali's pioneering communications team wanted to develop a new, more visual style for interacting with the group's stakeholders online. They were keen to **combine rich multimedia with the latest techniques in creative storytelling**.

The aim was to relate Generali's activities to the real life experiences of their online visitors.

At the same time, the team wanted to deliver sophisticated underlying functionality built on **the latest content management and document management technologies**. This had to be combined with expert user interface design, to make the site a fast, simple and powerful tool for finding the exact information visitors required.

With the reality of today's complex, fractured digital journeys, the new platform also had to maintain smooth, seamless communication as visitors moved across **multiple screens and devices**.

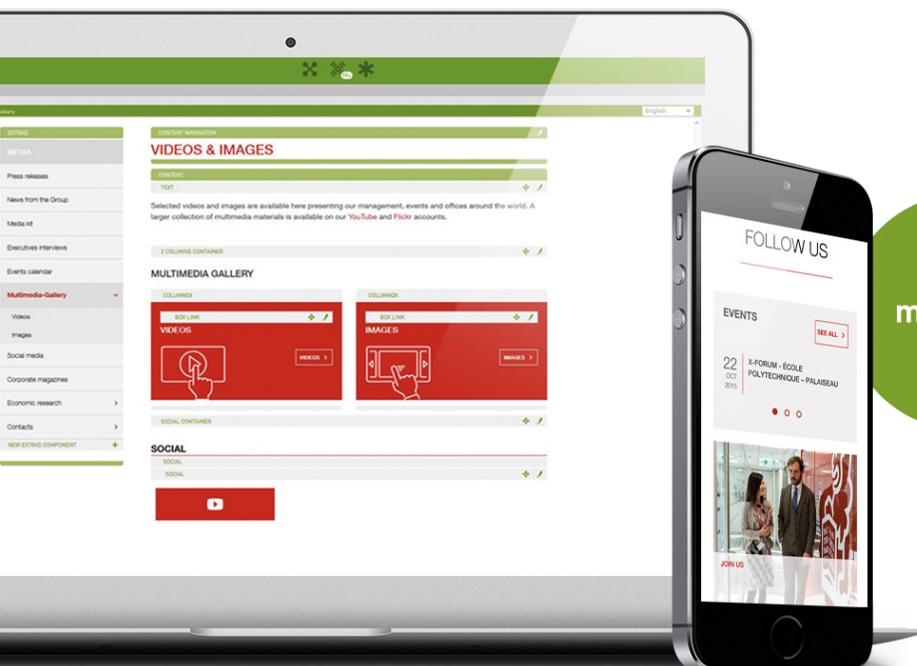
” We wanted to change the design and approach, and deliver a **smart, responsive, modern, engaging platform for digital communications** to not only meet our stakeholders and customers' expectations, but to **exceed** them. ”

Marco Molino,
Head of Web Management at Generali

Tinext Meets Tough Requirements

The complex combination of requirements demanded a powerful underlying technology platform, a skilled software development team and an innovative, strategic digital agency.

Tinext combines all of these skills together with the timeless business values of trust and dependability. And, having transformed more than 500 clients across the globe into more successful digital businesses, **Generali saw Tinext as the dependable, low-risk solution.**



read more
www.tinext.com/generali

Bespoke Development on a Firm Foundation

Generali tested multiple different content management systems, before choosing **Magnolia** for its new web platform, with Tinext working as the lead systems integrator.

Tinext guided Generali through the challenges with a strong, confident consulting-lead approach.

” We needed a partner that understood Magnolia as a technology: not just what it does, but what it can be made to do. With previous experience of **digital transformation in the financial sector**, Tinext was clearly the right choice.

Marco Molino,
Head of Web Management at Generali

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Building on Magnolia as a robust, scalable base, **Tinext extended the basic platform with a range of bespoke tools and functionalities.**

The new site has been integrated with SOLR, Generali’s powerful, corporate search engine. Magnolia’s document management functionality has also been extended, ensuring visitors can always find the information they need.

A sophisticated media center implementation allows content to be targeted more effectively at individual users. With the ability to tag documents and rich media, Generali’s communications team can also give content items different, dynamic appearances, depending on context and where they appear in the site.

Tinext added interactive calendaring and the ability for journalists, analysts and investors to subscribe to regular updates from the group.



Radical improvements in the new platform:

- Sophisticated media handling
- Security, stability
- Easy integration with the corporate search engine SOLR
- Targeting of content
- Advanced Content Management
- Handling of traffic peaks
- Easy and quick publishing of content, news and press releases



Award Winning Results

Since launching the new site, Generali has leaped up the rankings, gaining recognition in leading industry awards.

Generali.com was ranked best European insurance website according to the 19th annual edition of Webranking FT Europe 500 by Comprend.

The site was also one of the three best improvers, reaching the **6th position** – out of 500 – in the overall ranking.

“Generali truly knows how to interact with key stakeholders using digital communication.”¹

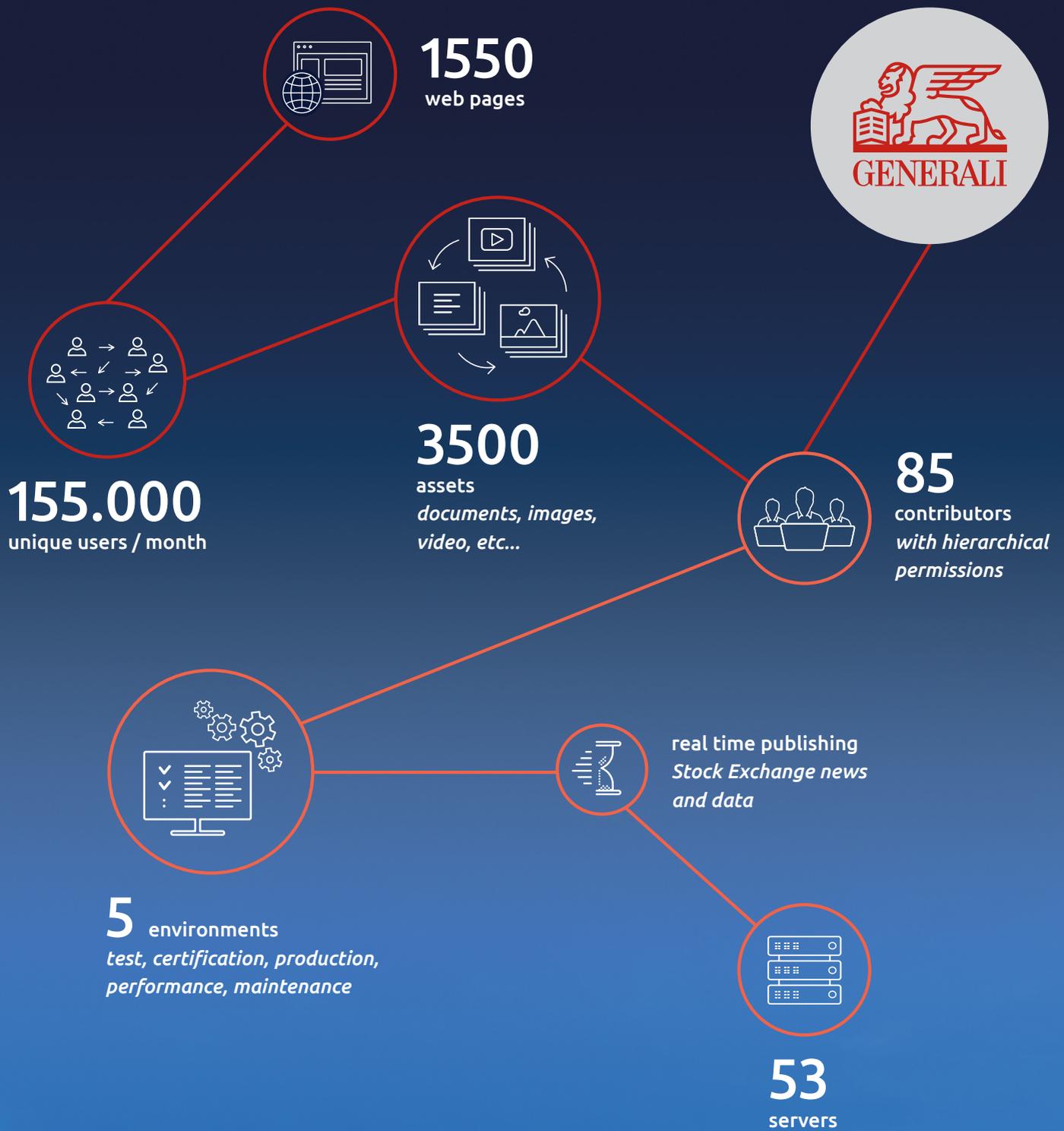
The new site was also highlighted in Bowen Craggs Index of Online Excellence as illustrating best practice for navigation:

“Few websites have got the right balance yet, but Generali’s approach manages to mix a contemporary look and feel without reducing usability at lower levels.”²

¹ Webranking FT Europe 500 by Comprend
comprend.com/webranking

² bowencraggs.com/Our-thinking/BC-Tips/Deeply-modern

Key achievements



About Tinext

Tinext combines the latest digital marketing expertise together with the deep technical understanding of a seasoned enterprise systems integrator.

We deliver solid enterprise web solutions that transform our clients' businesses.

Since 2001, our teams have conceived, delivered, deployed and maintained more than 500 successful projects, with clients including Al Arabiya News Channel, Royal Caribbean International, Whirlpool Europe, City of Lausanne, Generali Group and Swiss national broadcasters RSI.

With a comprehensive range of digital services delivered through our three core practices, Tinext can deliver complete projects or flexible services in combination with other providers.



DIGITAL MARKETING

- Information architecture
- Design and user experience
- Mobile
- Social Media



DEVELOPMENT AND SYSTEM INTEGRATION

- The world's leading Magnolia CMS specialists
- Highly experienced enterprise Java development teams
- Enterprise document and process management solutions
- Collaboration solutions based on Open Text Content Server



CLOUD SOLUTIONS AND MANAGED SERVICES

- Fully managed, hosted applications
- Cloud-based Magnolia CMS implementations
- Infrastructure as a service
- Disaster recovery

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