

Dexia-Sofaxis

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– Frank Moussé, Manager in Charge of Information Security Systems and Innovation, Dexia-Sofaxis

INDUSTRY

- Insurance

KEY BENEFITS

- Optimizes sales representatives’ time
- Enhances customer service
- Strengthens the company’s competitive edge
- Accelerates the decision making process

SYBASE IANYWHERE

TECHNOLOGY

- Information Anywhere Suite mobile email component

Dexia-Sofaxis, a member of the Dexia Group, is a specialized insurance broker for the French regional territorial public sector and hospital authorities. The company provides personal insurance covering death, illness and accidents at work on behalf of its hospital and local authority customers. To serve its customers more effectively Dexia-Sofaxis provided its sales representatives with a mobile solution, powered by Information Anywhere Suite from Sybase iAnywhere. Using this mobility solution, sales representatives can securely access their email accounts as well as contact, calendar, and other information from their smartphones and PDAs anywhere, anytime.

LEADING INSURANCE COMPANY MOBILIZES FOR GREATER SUCCESS

Dexia-Sofaxis is a member of the Dexia Group, a European bank, and world leader in public/project finance. With a stock market capitalization of €20.3 billion, Dexia is among the fifteen largest financial institutions in the euro zone. Dexia-Sofaxis is a specialized insurance broker for the French regional territorial public sector and hospital authorities. The company provides hospital and local authority customers with tailored employee insurance covering the financial risks associated with illness, pregnancy, serious medical conditions, occupational accidents and death.

The company’s customer-centric business strategy requires its sales representatives to spend most of their time on the road visiting with clients. In the past, while they were on the road, the sales representatives were not able to access their email, calendars or contact lists. Instead, to check this information, they had to either call their assistants or wait until they were back in their offices. Not only was this inefficient, but it made it difficult for the representatives to respond to client questions and other communications in a timely fashion.

To enable its sales representatives to serve their clients more effectively, Dexia-Sofaxis implemented a mobile solution, powered by Information Anywhere Suite from Sybase iAnywhere. Using this solution, sales representatives can now securely access their email accounts as well as contact, calendar, and other information from their Smartphones and PDAs anywhere, anytime.

MOBILE ACCESS TO INFORMATION CRITICAL TO SERVING CLIENTS

“Our mobility solution is designed to make it easier for our sales representatives to access essential information whenever and wherever they need to do so,” explains Frank Moussé, Dexia-Sofaxis’ manager in charge of information security systems and innovation. “By providing them with this capability, they can respond more promptly to questions and situations they encounter in the field. This is important because our industry is very competitive and we need to be able to address our clients’ questions and requirements promptly in order for our company to be successful.”

In developing its mobility solution, Dexia-Sofaxis knew it needed a mobile technology foundation that would integrate with its Microsoft® Exchange Server, support a broad range of mobile devices running on all of the major operating platforms, and ensure end-to-end security. It also required a solution that would facilitate rapid development and implementation.

“Our mobile sales representatives know they can receive or send emails, and check their day planners and contact lists whenever they need to, from wherever they are. Their productivity and effectiveness have improved. And they no longer have to come by the office every morning or at the end of the day, which has reduced the time they spend on the road and the fatigue it produced. Thanks to our Sybase iAnywhere-powered mobile solution, they can now focus their time and energy on serving our clients, which is critical in our competitive environment.”

—Frank Moussé,
Manager in Charge of
Information Security Systems
and Innovation, Dexia-Sofaxis

INFORMATION ANYWHERE SUITE CHOSEN FOR BROAD DEVICE SUPPORT, FLEXIBILITY, SECURITY AND EASE OF USE

“We chose Information Anywhere mobile email component,” says Moussé, “because it met all of our criteria and also provided us the flexibility to add services as our environment and our users’ needs evolve. It also allowed us to meet the regulatory requirements of Basel II and the French financial security law (LSF).”

The entire development and implementation of the mobile solution took Dexia-Sofaxis less than a month. In the initial rollout, 25 executive managers were issued QTEK 8310 smartphones and 85 sales representatives were issued QTEK 9100 PDA phones, all running the mobile client software. These devices communicate with the company’s Microsoft Exchange Server via the Information Anywhere proxy and sync servers running at Dexia-Sofaxis headquarters.

“Information Anywhere was very easy to implement and is very easy to use,” says Moussé. “The administration is handled through a module especially conceived for that. It also provides us with access to essential statistics such as the last synchronization, the volume of data transferred and more.”

OPTIMIZES SALES REPRESENTATIVES’ TIME ON THE ROAD

Dexia-Sofaxis did not have to wait long before seeing the benefits of this solution. “Our mobile sales representatives know they can receive or send emails, and check their day planners and contact lists whenever they need to, from wherever they are,” says Moussé. “Their productivity and effectiveness have improved. And they no longer have to come by the office every morning or at the end of the day, which has reduced the time they spend on the road and the fatigue it produced. Thanks to our Sybase iAnywhere-powered mobile solution, they can now focus their time and energy on serving our clients, which is critical in our competitive environment.”