

# Knowing, improving, rewarding

Generali Vitality's success formula  
meets an innovative cloud solution.



Call for change

# Turning to a new future-ready digital infrastructure

**In the competitive digital economy, a user's experience can mean everything. Generali Vitality knew as much when it launched an innovative platform to promote the mantra "Know your health, improve your health, enjoy your rewards." Customers in Germany, Austria and France were offered encouragement, rewards and lowered insurance premiums for taking simple steps toward a healthy lifestyle, such as getting regular checkups and staying physically active.**

But Generali Vitality wanted to grow its base beyond these markets and become a lifetime health partner to members. The company realized that if it could introduce a best-in-class user experience uniformly across all user journeys and channels with a unique and fresh product feel, it could increase user engagement and retention. The challenge? Optimizing and introducing new features continuously without the need for lengthy product development and release cycles.

Consistent global customer experience is best achieved when teams in design and IT work effectively together at scale, across the organization. A new solution that could meet Generali Vitality's ambitious goals would need to scale to ten-thousands of users, integrate multiple rewards partners, and be localizable for multiple markets and languages. Generali Vitality needed to collaborate with a partner that could enable these capabilities with a tailor-made solution, so users could benefit from the updates as soon as possible.

So, the company partnered with Accenture to collaborate in strategically relevant areas - user experience and cloud computing - and to unify the design approach between business units and across geographic boundaries.



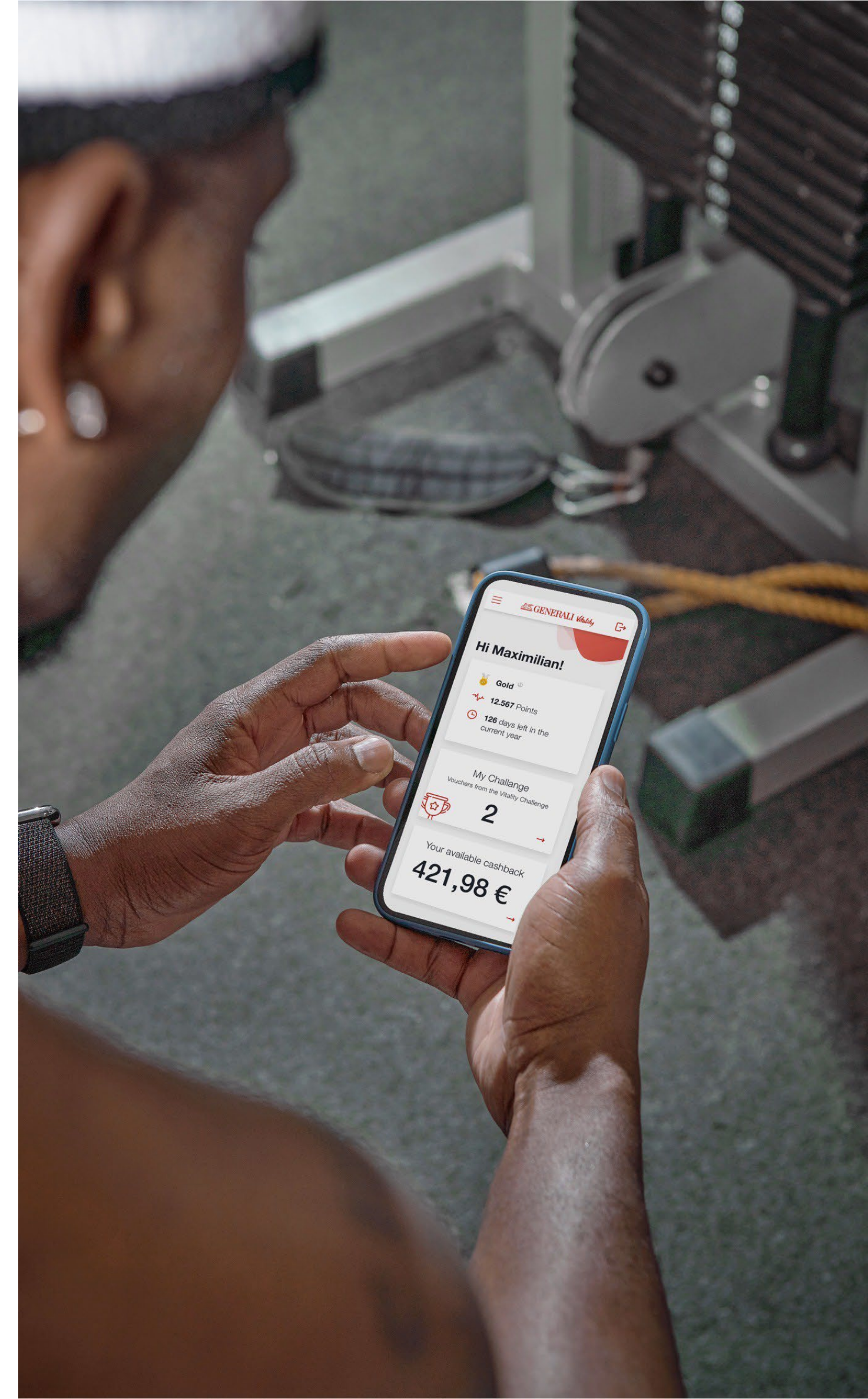
When tech means human ingenuity

# Creative, custom, cloud collaboration

**Accenture combined Fjord's (part of Accenture Interactive) design expertise with its custom software engineering and cloud capabilities to help create a holistic solution for Generali Vitality and its members.**

In just a few months, the team tailored a cloud native application with world-class user experience (UX), push-button deployments and all the adaptability and flexibility required to bring the Generali Vitality rewards experience into different European markets. The core building blocks of the implementation and technical architecture can be broken down into four main elements:

- 1** A fully cloud-native development approach to address scalability, speed of development and low operations overhead in production. Generali Vitality uses Amazon Web Services (AWS) and the solution leverages AWS platform services in many areas, for example Databases, API management and Web Content Distribution.
- 2** A custom-built responsive web application, that can be displayed on variety of screen sizes and serve as extension points to the programs accompanying native app. The solution is backed by a content management system to allow for easy content updates and extensions by the business teams.
- 3** An event-driven Microservice Architecture that can scale and enable modular releases and fast paced change based on Spring Boot, Containerization and AWS Lambda. Domain events are published and consumed via AWS SNS/SQS and serve as fabric for connecting services to each other, while keeping them decoupled.
- 4** A DevOps and automation approach that follows the “you build it, you run it” philosophy and drives automation across the whole software development lifecycle including defining the whole cloud infrastructure as code, thereby reducing operational complexity to a minimum while offering rapid development, seamless scalability and high resilience.

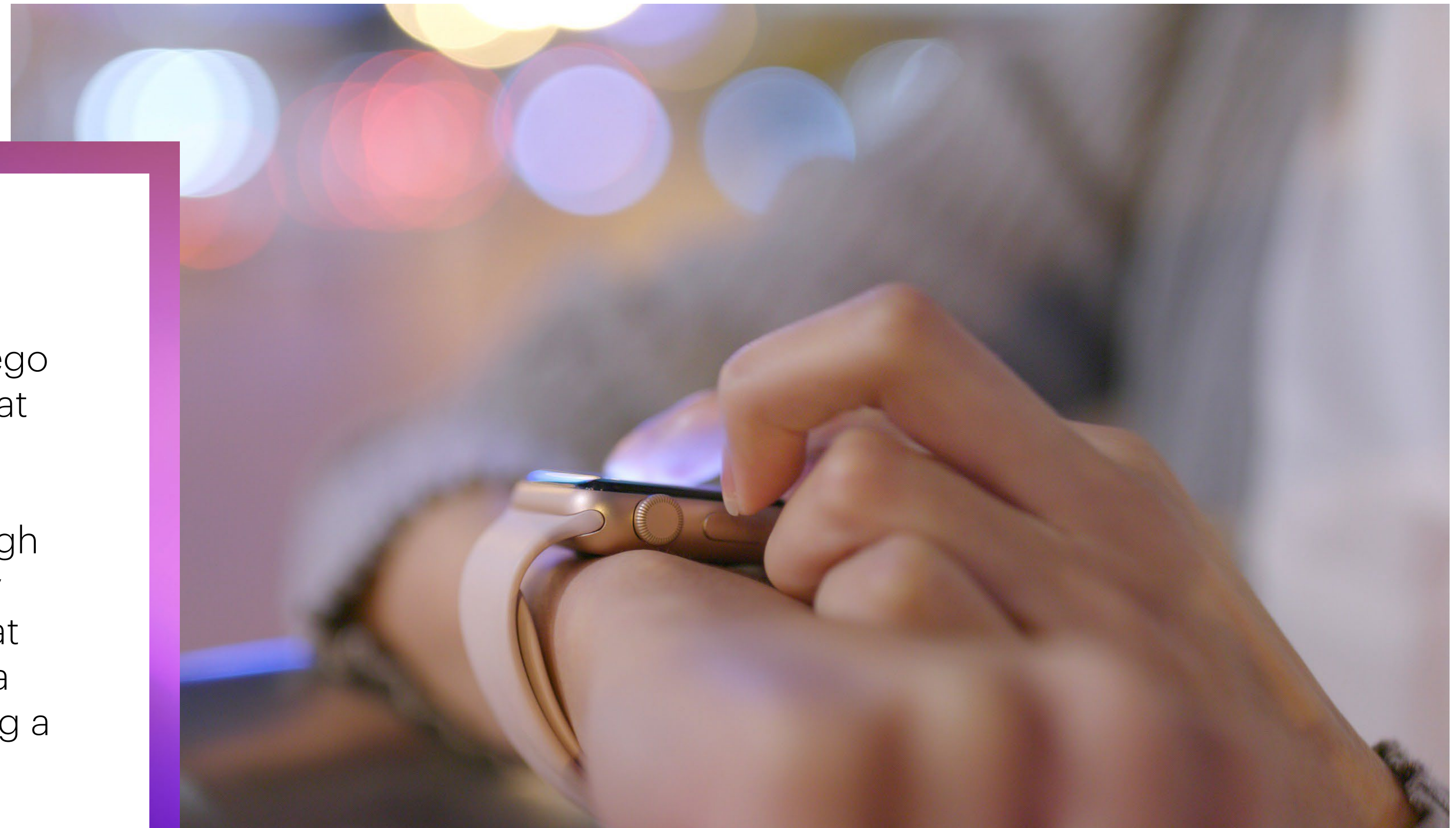


## When tech meets human ingenuity



“With cloud you get a “Lego bricks” style approach that combines cloud services with custom software components to create high quality solutions in a very short amount of time; that would not be feasible in a traditional approach using a corporate datacenter.”

**Nils Müller-Sheffer**  
Managing Director,  
Accenture Cloud First





A valuable difference

# Achieving a more sustainable, healthier world

Generali Vitality is scheduled to roll out to more and more European countries. Its product can undergo a continuous cycle of improvement and new features can easily be added. As a result, the range of premium brands available as benefit partners can increase with customer demand and preferences. All of these new capabilities were enabled by design, choice of platforms and cloud technology.

These benefits of the implemented solution fit with Generali Vitality's goals for a more sustainable, healthier world for its members. By using AWS, Generali Vitality made a substantial step towards Generali's CO2 emission reduction targets driven by higher efficiency of cloud computing. An indication of this are the results of a study by 451 Research<sup>[1]</sup> which shows that AWS infrastructure is 3.6 times more energy efficient than the median of the surveyed data centers.

“We have successfully launched in multiple European markets; we are ready to launch in new markets this year and our user base is constantly growing. This was supported by our new digital infrastructure.”

**Simon Guest**  
CEO, Generali Vitality

[1] <https://d39w7f4ix9f5s9.cloudfront.net/e3/79/42bf75c94c279c67d777f002051f/carbon-reduction-opportunity-of-moving-to-aws.pdf>

## A valuable difference

Specifically, Generali Vitality tapped into several pivotal benefits that supported their strategic goals:

- Minimized time from idea to value
- A modular Cloud Stack approach that facilitates reusability within the Generali group
- Attractive pay per use semantics of the cloud, that can help pilot and scale new ideas with limited upfront investments.
- Minimal operations overhead of a cloud native solution
- Secure and globally scalable infrastructure and application architecture
- Contribution towards Generali CO2 emission reduction targets driven by higher efficiency of cloud computing

Above all, Generali Vitality created a true benefits platform, an asset that can be leveraged across other parts of the business. More lives can be positively impacted and Generali Vitality can fulfill its mission to be a lifetime health partner and trusted advisor to their customers.

“We now have a platform that enables us to be much faster and more flexible and to constantly evolve the product. This allows us to be even more relevant to our members and create true impact for their health and wellbeing.”

### **Tamara Pagel**

Responsible for UX and marketing,  
Generali Vitality



## A valuable difference



“The opportunity to combine local, hands-on software engineering capability in Munich, with scaled expertise and delivery capability from Accenture’s Global Delivery Network, was a key success factor.”

**Nils Müller-Sheffer**

Managing Director, Accenture Cloud  
First



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