



MAIF Insures Member Satisfaction and Partner Channel Performance

New architecture allows faster time to market and a great user experience

“The significant improvement we made was that 100% of our estimates are producing the same results on all channels. For us, it’s a tremendous achievement. We are in the process of modernizing our systems to connect the front and back office using the bus. We know we will be able to get new, expanded services to market faster to meet member needs.”

—Benoit Louis,
Middleware Consulting
and Support Manager

CHALLENGE

“Insurance is a highly competitive market, and digitalization is having a big impact,” says Benoit Louis, middleware consulting and support manager. “Our members use a lot of channels, and they expect to have their needs met quickly. MAIF’s overarching business goals were to continue the excellent relationship we have with members and to strengthen the growth of our subsidiaries and affiliates. We needed to improve performance across all channels.

“The challenge was all the isolated applications and information in our systems. If we didn’t resolve these issues, we would not have been able to meet member needs. We would have less robust capabilities to offer, and we would have difficulties getting services to market quickly.

“To help the business accomplish its goals, the first thing was to develop agility in our IT systems. The second, for me, was to modernize legacy systems so we could accelerate time to market. We had to migrate an older integration bus to an enterprise services bus so we could evolve our legacy CRM and expose its information without affecting the user experience. We also needed an agile, scalable integration platform on which we could develop and reuse web services across all channels and scale information flow as channels were integrated onto the bus.”



DETAIL

100%

Consistent estimates delivered across all channels

MAIF

As a self-described activist insurer, MAIF offers members full protection for all circumstances of life. The heart of the business is insurance, but MAIF has spread its activities to meet all the needs of its members through collaborative economics. This includes personal services (domestic assistance, education, financial and banking services, etc.) delivered through subsidiaries and authorized affiliates.

FAST FACTS

Founded: 1934, by teachers
Governance: Board of directors and member-elected delegates
Rank: 5th in France for auto and home insurance
Awards: Highest member satisfaction, 11 years running
Employees: >6,000
Members: 3.4 million
2014 Sales: €3.278 billion

SOLUTION

“TIBCO Professional Services setup the new IT architecture, including TIBCO ActiveMatrix BusinessWorks™ integration platform, TIBCO Enterprise Message Service™ messaging middleware, and TIBCO Mashery® API management in a reduced timeframe and migrated older systems. We had a very good experience with TIBCO Consulting,” says Mr. Louis.

“The trust MAIF put in TIBCO gives our users the best experience in two ways. Now we offer the same services and the same experience on all channels, and TIBCO opened opportunities for using new digital channels.”

BENEFITS

FASTER TIME TO MARKET

Says Louis, “The significant improvement we made was that 100% of our estimates are producing the same results on all channels. For us, it’s a tremendous achievement.

“We are in the process of modernizing our systems to connect the front and back office using the bus. We know we will be able to get new, expanded services to market faster to meet member needs.”

IMPROVED MEMBER EXPERIENCE

The TIBCO integration platform is providing the agility and scalability MAIF needed. It is improving the quality of MAIF’s data center and exposing information so that both partners and members have the same quality of experience. “Both members and partners can more easily communicate with MAIF. Both will have all the web services they need,” says Mr. Louis.

HIGH PERFORMING PARTNER CONNECTIONS

For MAIF, collaborative economics and the ecosystem it has set up with its partner subsidiaries and affiliates is very important. “We want to be a leading player in collaborative economics, not just to increase profits, but because of its benefits to society. To have the best connection with partners, we continue to open our systems through IP connections,” says Louis.

FUTURE

MAIF won a 2015 TIBCO Trailblazer Award for revolutionizing its IT architecture. “We want to continue trailblazing, continue improving the excellent relationship and user experience we provide for members, partners, and employees. MAIF’s goal is to open the architecture to new digital channels and further improve our agility for an even faster time to market,” concludes Louis.



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