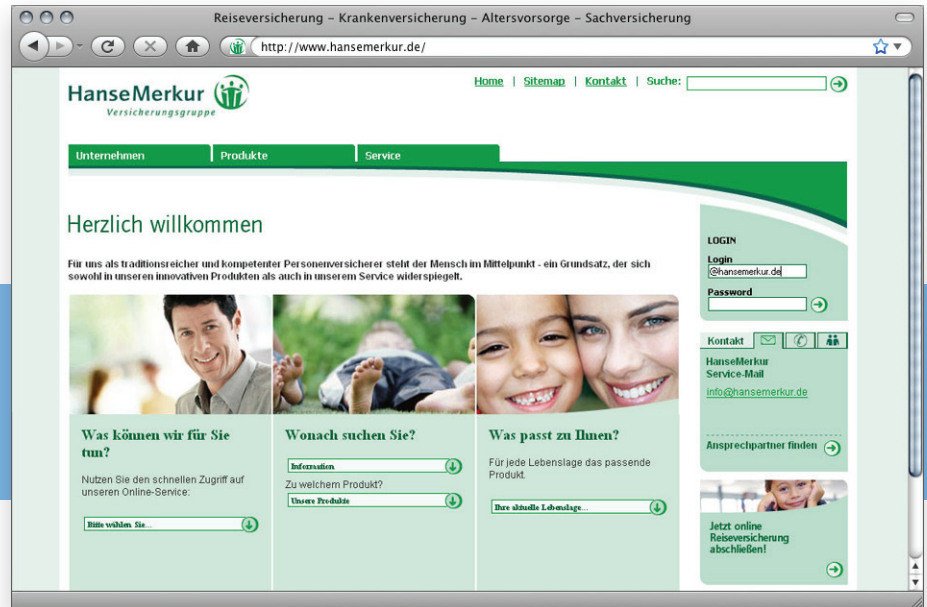


HanseMerkur

www.hansemerkur.de



“Liferay’s turnaround on our project was exceptional. Thanks to their ideas and input, the end result is an excellent working relationship and a quality site that exceeded HanseMerkur’s expectations.”

DR. HORST KARASCHEWSKI
HEAD OF APPLICATION
DEVELOPMENT,
HANSEMERKUR

HanseMerkur is a Hamburg-based insurance group with more than 130 years of experience in private health insurance, its main business segment. The company, which is also Germany's third-largest travel insurer, offers a full range of life, casualty, property, accident and motor insurance. With gross premiums written of 671 million EUR in 2005, HanseMerkur's investment portfolio registered at around 3 billion EUR in 2005.

CHALLENGE

HanseMerkur set a goal to dramatically improve its web presence and to increase the amount of information available online to prospective customers. The company envisioned a site populated with marketing content in mixed formats like HTML, graphics and PDF. Visitors to the site would interact with online content including contracts, job applications and downloadable forms. Hence, a content management system (CMS) capable of managing its 350+ pages of content was high on the list of desired capabilities and features.

RESOLUTION

After evaluating a number of solutions, HanseMerkur decided that Liferay Portal would be the best candidate to provide the foundation and platform for this enterprise-wide Service Oriented Architecture (SOA). Its ease of use, scalable CMS, and high degree of functionality compared to that of the other portal offerings were the main factors driving the company's decision.

HanseMerkur was also very impressed by the Liferay consulting team's vision and depth of knowledge. HanseMerkur traveled to the CeBIT conference specifically to meet with Liferay's representatives and discuss their needs, after which a proof of concept was promptly delivered. As Liferay provided further ideas and vision for the portal's potential, the project grew into a full collaborative development and integration

engagement that leveraged personnel from HanseMerkur and Liferay's teams in Germany and the United States.

It would be this team that, despite a detailed yet oft-changing list of specifications, successfully delivered a new HanseMerkur website under extremely tight deadlines. The end result was a portal solution that exceeded the client's original vision and that showcased the fruits of its collaboration with Liferay. Besides the strong, scalable content management capabilities demanded, the portal also delivered added site functionality and enhanced marketing potential through Search Engine Optimization (SEO). Other notable site capabilities included:

- Scalability – Liferay Portal's CMS easily manages HanseMerkur's 350+ pages of mixed content. Liferay Portal enables HanseMerkur to add hardware incrementally to comfortably scale the site in complexity and size.
- Enhanced marketing potential – Search Engine Optimization (SEO) enables the site to automatically and dynamically optimize its visibility on leading Web search engines, keeping the HanseMerkur brand at the forefront of consumer minds.
- Improved site functionality – The portal acts as an aggregator of services and allows the end-user to complete an insurance policy via the website.

Following the first successful team effort and the establishment of a strong working relationship, Liferay continued to work with HanseMerkur on new development and enhancements. Today, Liferay provides the framework for enterprise integration throughout the HanseMerkur organization. Innovations to streamline HanseMerkur's back-end processes and to bolster the company's competitive edge in the insurance marketplace are among key projects in progress.