Delvag

Powerful Individual Solutions for Unique Departments

Employee portal upgrade strengthens and connects the unique needs of insurance departments.

Summary

The insurance group of Lufthansa, Delvag uses Liferay as the basis for the websites of its subsidiaries Delvag Versicherungs-AG and Albatros Versicherungsdienste GmbH. The upgradeable and flexible platform has been proven successful and Delvag is confident it can meet new requirements in the future, such as achieving a better customer experience.

www.delvag.de
www.albatros.de

Overview

INDUSTRY:

Insurance

COUNTRY/REGION:

Cologne, Germany

USE CASE:

Website, Internal Communication and Application Platform

KEY FEATURES:

Modern online portals, Private and public area organization, Extensive document library, Responsive design, Central platform collaboration.

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> The wide range of functions offered by Liferay helps us create expertise synergy and avoid isolated solutions. Moreover, harmonized technologies offer benefits for license and provider management from both a personnel and technical perspective.
>
> Matthias Neuburger, Technical Project Manager, Delvag

Challenges

- Upgrading websites to the latest version of Liferay Portal
- Providing multi-client capabilities on platform
- Improving department connectivity and organization

Results

EFFICIENT CONTENT MANAGEMENT
Web editors experience 30 percent greater efficiency

NO ISOLATED SOLUTIONS
Wide range of services prevents individual solutions with conflicting functions

PLATFORM-EMPOWERED COLLABORATION
License and provider management optimized through harmonized technologies

BASIS FOR FUTURE DIGITAL PROJECTS
Liferay is a proven solution for future customer experience initiatives

LIFERAY

Internal Platform Increases Employee Satisfaction

Delvag, a provider of aviation and drone insurance, chose Liferay as the basis for its internal communication and application platform back in 2012, as it was the ideal solution. "Compared to the solutions from other providers, Liferay offers obvious advantages thanks to its high number of functions," said Matthias Neuburger, Technical Project Manager at Delvag. "With this platform, we avoid individual solutions with different functions, for example document management or the maintenance of different content."
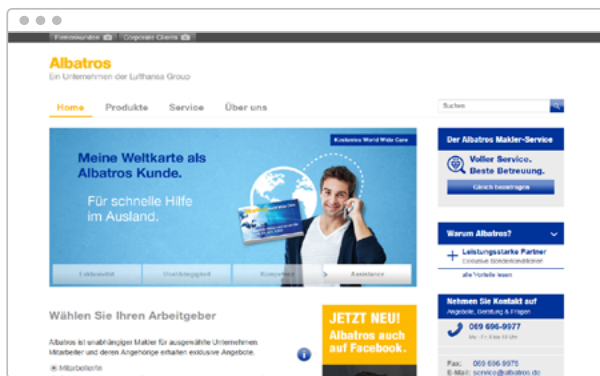
Delvag's internal platform had to be updated to the latest version of Liferay Portal due to a security-related Oracle database update, and the team accomplished the update through Java 8 and a Red Hat operating system. Neuburger's project team included an IT specialist, three employees of Liferay partner PRODYNA and two colleagues from the communication department. During the project, new functionalities, portlets and adjustments were introduced on a step-by-step basis and coordinated iteratively. Simultaneously, the communication department continuously tested the functions that PRODYNA implemented. SOAP web services developed in-house were used for integration with existing systems, such as for user queries on the pricing of insurance services. Overall, feedback from users has been positive and there is a high level of acceptance.

"Thanks to Liferay, all departments and business units are ideally represented," said Neuburger. "This convenient and user-friendly solution offers far more options for editors and boasts a modern user interface."

From a technical point of view, the Delvag team is impressed by the combination of functionality, Java-based technology and sophisticated authorization concepts. "Using the authorization concept, we have precise control over which area has access to which documents, without needing our own document management system in which, for example, synchronous access would have to be set up separately," said Neuburger. "The document library in Liferay is particularly extensive. Not every content management system would be able to cover this. Liferay makes it easy to organize websites into public pages for presenting departments alongside separate private areas."

Improving Efficiency in Content Management

Liferay now forms the basis of both Delvag Versicherungs-AG's public website and the customer portal of Albatros Versicherungsdienste GmbH – an insurance broker in the aviation sector and staff broker for Lufthansa employees and other workforces. The platforms albatros.de and delvag.de were upgraded in cooperation with Liferay partner Adesso AG, the sales and marketing department and the specialist teams that monitor workforces.

Providing multi-client capabilities for the workforces of Lufthansa and other companies was a challenge. The goal was to provide content that was available to all clients consistently and quickly. In addition, client-specific content needed to be made available. In order to meet this requirement, websites were created in a tree structure using a site template that contains cross-client content.

Each client has a parent site that shares common content while client-specific content is maintained on sub-sites. Content is propagated on newly added pages via Liferay's own import and export functionality. Site members can easily be provided with individual permissions to edit, upload or delete content.

General content now must only be entered centrally once, instead of being added to each client site separately. As further clients will be added, Matthias Neuburger sees the platform's integration capability as a great benefit. "The site template does many tasks that used to be done manually and took up a lot of time.

This is particularly valuable as we were able to increase efficiency by approximately 30 percent – and the effect is amplified when more clients are added and need to be integrated.”

The Platform for Future Digitalization Projects

Delvag uses Liferay CMS, document library, calendar, blogs and forums, while Liferay Sync is used for offline content. Marketplace apps and portlets also continue to be used to enhance websites with additional functionalities, such as an image slider for the homepage, as required. While albatros.de and the internal platform are in German, the Delvag websites are available in both German and English. The default search on delvag.de is based on Lucene and only searches the site currently in use, as client-specific content should not be found across sites. All websites have mobile capability.

Overall, Delvag's expectations were fulfilled and Liferay Support reliably solved any technical challenges and hurdles during migration.

Due to the high acceptance of the platform, Liferay is being introduced more widely within Delvag Group.

“The wide range of functions offered by Liferay helps us create expertise synergy and avoid isolated solutions. Harmonized technologies offer benefits for license and provider management from both a personnel and technical perspective,” summarizes Neuburger.

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Liferay Support solved any technical challenges and hurdles during the migration reliably and professionally.

Matthias Neuburger, Technischer Projektleiter, Delvag

Although the upgrade to the latest version of Liferay Portal was initially driven by technical factors, an optimized customer experience and other factors are now also being considered as part of the digitalization strategy. Alongside omnichannel capability and responsive design, the group wants to be able to address customer needs on an even more situational basis in the future. The Delvag Group believes Liferay packs the necessary punch for this and is looking forward to using Liferay DXP.