

One flexible solution saves time and money

NN and Keylane have built a new policy administration system for ING Bank



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 **Keylane**

A new policy administration system for ING bank

Nationale-Nederlanden (NN) has built a new insurance company for ING, with its own product suite on the Keylane platform. NN thus replaced three old core systems by one new system. The result: low costs, higher speed and a very satisfied customer.



“It was the ideal moment for something new.”

A smooth transition with a stable result

The ING Verzekeren department is a private label organisation of Nationale-Nederlanden. They worked with three administration systems which had to be phased out. Keylane was commissioned to carry out a one system implementation and migrate one million policies to it. ING built the “front systems”, i.e. the ING website, the mobile app, the office software and the link with the bank’s account management system. Keylane developed the back-end systems. We performed extensive tests and when the moment arrived, everything went smoothly.’

It all started with a radical reorganisation. For strategic reasons, it was decided to rebuild the private label organisation for ING from scratch. Not only the IT, but also the governance, all the work processes and the personnel database: Work that was distributed across 24 departments was subsumed into one centralised organisation.

This obviously required a new design for policy administration. For a long time, the non-life insurance products of Nationale-Nederlanden (offered under the

trade name ING, see box) had had their own administration system, which was becoming dated.

This concerned the entire product suite: legal aid, home, travel, liability, accidents and car insurance, explains Taco Wassenaar, Director ING Insurances. “For some core systems, there were fewer and fewer available administrators, while other systems were reaching the end of their lifecycle and would eventually no longer be updated.”

Furthermore, the costs were too high. We had to pay for licences for three systems, and we needed people to keep each of the systems running. That’s inflexible and expensive. “So it was the ideal moment for something new.”

“In 36 hours we had crossed over and the entire old system was switched off. Faster than we expected.”



Keylane chosen from seven parties

For the new policy administration project, discussions were held with many bidders. "Seven in total," says Taco Wassenaar. "We wanted one new platform, and to switch off the three old systems. Our aim was to reduce costs, increase efficiency and ensure flexibility."

Some potential bidders were young and dynamic, but perhaps too early in their lifecycle for such an extensive project. "Other candidates were big companies with well-known names, but they were either relatively expensive or lacked a strong position on the Dutch market. Keylane has the ideal profile. A Dutch domestic market,

plenty of experience, among others in SaaS solutions, and at an attractive price."

After the contract negotiations were completed during 2015, the technical and functional design phases followed. The real building and testing of the new systems began in April 2016 and lasted until August 2017.

ING wanted to build the complete "front" – the website, app and office software – itself. Webservices were used to connect the Keylane platform to the ING portals. "That's a bit more expensive and required various adjustments," according to Taco Wassenaar. For example, various web forms had to be built into the ING software.

Meanwhile, several difficult decisions needed to be taken.

"We no longer offered certain products, like group travel insurance and PC insurance. Obviously, a perfectly suitable alternative was offered to the customers concerned. This was also integrated into the system. Finally, the data quality was significantly improved by removing duplications and cleaning up the entire customer database and enhancing it. A lot of work, but it all went very well."

New functions in the Collections & Disbursements (CD) module

"The cooperation with NN/ING was special," says Herbert Kieskamp from Keylane. He was closely involved in all phases of the project. "Not only did it involve a big customer with stringent safety and progress demands, but we also developed a brand-new module for collection and disbursement under the name Axon CD, which we enhanced gradually by adding more and more new functionalities. We have gathered valuable experience and expertise that other customers can benefit from going forward."



Herbert Kieskamp
Project & Service Manager,
Keylane

Faster than expected, but also more labour-intensive

The building phase went faster than expected in some respects. Taco Wassenaar: "Configuring our insurance products went surprisingly fast. We were obviously delighted with that. Connecting the Keylane system to our front-end and developing Keyland CD, which would replace the existing system of collection, was more labour-intensive. But we managed that too to everyone's satisfaction."

The first migration was of the relatively well-organised legal aid insurance portfolio. According to Taco Wassenaar, this proceeded "like a theatre performance". "By that I mean that the rehearsals were sometimes difficult, but the actual performance was

nearly flawless. We practised three times before the conversion weekend and apparently for good reason. Because when the moment arrived, everything went smoothly. In 36 hours we had crossed over and the old system was switched off. Faster than we imagined."

Even more smoothly

The migrations in the subsequent months went even more smoothly. Taco Wassenaar: "Home and travel went very well from the start. That was amazing, because we'd also introduced a division between liability, building and content insurances. And the car insurance products were the last to migrate. These are the most complex due to the many external connections, among others with the RDW."

Since then, the new system has been working to everyone's satisfaction. "I must say: it's fully stable, even though nearly a million policies have been migrated. that is quite exceptional. In addition, we have reduced wage and licence costs significantly. Furthermore, our own people are responsible for managing functionalities and products, this ensures short communication lines and rapid decision-making processes. That gives control and thus a sense of calm."

Overall, the introduction of this new policy administration was a challenge for both parties. 'Intensive, nerve-wracking, sometimes with fierce discussions, but always constructive. And the final result fulfils all our wishes and expectations.'

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Taco Wassenaar
Director ING Insurances

"It's fully stable, even though nearly a million policies have been migrated."



★★★★★ for travel insurance



“5 stars for our new travel insurance. Colleagues from #NN, #ING NL and #keylane, thank you all for a wonderful cooperation and the extremely fast development process.”

That was a post written by Taco Wassenaar on LinkedIn, clearly showing how fast Nationale-Nederlanden can amend the policy terms itself, resulting in high customer satisfaction.

Tangible results

- One system for policy administration instead of three
- Reduced licence costs
- Reduced staff and administration costs
- Fast and smooth implementation – 18 months altogether
- Product adjustments managed by the customer's own employees
- Website, app and office software developed according to the customer's needs
- Fully stable system
- Nearly one million policies migrated

A young child is sitting on a beach at sunset, looking into a glowing jar. The scene is framed by a white line that follows the curve of the text block.

Cooperation Nationale- Nederlanden and ING

With over 5 million private and business customers, Nationale-Nederlanden is one of the biggest financial service providers in the Netherlands. The organisation offers a comprehensive range of products, including insurance, pensions, bank savings, savings, mortgages, investments and loans. For ING Bank Nederland, Nationale-Nederlanden set up a private label organisation called ING Verzekeren. This organisation offers its products under the name ING.

About Keylane

We are the leading SaaS platform provider for the insurance and pension industry. We empower the insurance and pension industry to transform their business and achieve their goals through innovative solutions that redefine how insurance software works. Over 150 customers across Benelux, Nordic and DACH regions run their business on Keylane platforms.