

Wiener Städtische delivers integrated insurance experience faster with Red Hat technology



Software

Red Hat® OpenShift®

Red Hat 3scale
API Management

Partner

COMING – Computer
Engineering d.o.o.

Serbian insurance provider Wiener Städtische osiguranje (WSO) began digital transformation efforts to reduce service delivery times and improve application programming interface (API)-based integration with third-party partners. The company replaced its existing architecture with an agile, microservices-based approach based on Red Hat's container and integration technology. Now, WSO can quickly deliver reliable services and connect with partners while maintaining system and data security.



Insurance

More than **1,000** employees
46 offices

Benefits

- ▶ Improved time to market with an agile, automated development approach
- ▶ Established a more dynamic developer culture to keep pace with demand
- ▶ Simplified scaling and security to handle around 1,000 calls per day
- ▶ Enhanced integration with a growing partner ecosystem

"Beyond simply providing consistency across multiple digital platforms, we're seeing a new, engaged atmosphere inspiring our teams. In turn, more partners want to work with us, attracting more customers. We're well on our way to becoming a digital-first organization."

Bojan Ristic

Head of IT Service, Wiener Städtische osiguranje

“By integrating with our partners, we can create a single source for insurance shopping. It is extremely important to that holistic customer experience that our integrations are reliable. Red Hat’s technology supports simple integration with the least possible disruption of service.”

Bojan Ristic

Head of IT Service, Wiener Städtische osiguranje

Delivering an engaging digital experience to insurance customers

As digital services become standard across many industries, customers not only value the potential financial savings but also the ease of doing business through more personalized, responsive interactions with companies and organizations. Digital transformation has created opportunities for insurance providers to reduce service time to market and deliver customers’ desired self-service experiences while reducing operational costs.

Established as a greenfield investment by the Vienna Insurance Group, Wiener Städtische osiguranje (WSO) is one of Serbia’s leading insurance providers for corporate and retail clients in terms of market share and premium-generated income. WSO aims to continually grow, refine, and unify its digital service channels, including improving integration with third-party partners such as healthcare providers and car rental companies.

To accelerate its digital transformation efforts in response to the COVID-19 pandemic, WSO sought to replace its aging, monolithic IT architecture with a dynamic, microservices-based approach. Its existing technology made change slow and difficult, delaying the launch of new features and integration of new partners.

“Our existing IT architecture didn’t offer the responsiveness and connectivity we needed to support modern, digital service delivery. For example, we want real-time data collected from our digital channels to update our CRM [customer relationship management] system and call center operations without additional manual effort,” said Bojan Ristic, Head of IT Service, Wiener Städtische osiguranje.

Adopting a microservices-based approach for agile development with Red Hat

Following a competitive analysis of three vendors, WSO decided to adopt Red Hat OpenShift to build its new architecture, running in a VMware vSphere virtual server environment. Red Hat OpenShift is an enterprise Kubernetes container platform that supports an integrated, iterative DevOps approach to agile application development.

“By integrating with our partners, we can create a single source for insurance shopping,” said Ristic. “It is extremely important to that holistic customer experience that our integrations are reliable. Red Hat offers the technology and expertise to support simple integration with the least possible disruption of service.”

To enhance its API approach, WSO also adopted Red Hat 3scale API Management, part of [Red Hat Application Foundations](#) (also sold as Red Hat Integration). Integrated with Red Hat OpenShift, this solution provides API traffic control across environments and delivery channels, including a wide range of encryption, authentication, and authorization protocols. Red Hat’s single sign-on technology (SSO) supports administrator and developer login across these products with a single set of credentials for enhanced user control.

WSO worked closely with local Red Hat partner COMING – Computer Engineering to implement its new microservices-based architecture and Red Hat solutions, as well as provide ongoing technical support. The insurance company’s core IT system and CRM platforms are now integrated with its two call centers, and WSO’s sales teams can access the latest CRM data via a dedicated mobile application.

About COMING – Computer Engineering

COMING – Computer Engineering d.o.o. creates, develops, and sells IT support services in Serbia. COMING has offices in Belgrade, Novi Sad, and Niš.

<https://coming.rs/>

Building a valuable service experience with new partners

- ▶ Improved time to market for new services, such as a mobile health insurance application, with an agile, automated development approach
- ▶ Established dynamic IT culture through training to support company-wide change at the speed of business demand
- ▶ Improved scalability to support around 1,000 phone calls per day
- ▶ Enhanced system integration to support and secure API-based data sharing with a growing partner ecosystem

Continuing digital transformation journey with additional integration

In addition to plans to expand Red Hat OpenShift to support testing and disaster recovery needs, WSO plans to work with COMING to evaluate adding Red Hat Fuse to its IT environment to further enhance integration internally and with partners.

“It is gratifying to see the return on our investment in digital solutions in our daily operations,” said Ristic. “Beyond simply providing consistency across multiple digital platforms, we’re seeing a new, engaged atmosphere inspiring our teams. In turn, more partners want to work with us, attracting more customers. We’re well on our way to becoming a digital-first organization.”

About Wiener Städtische osiguranje

Wiener Städtische osiguranje a.d.o. Beograd has operated in the Serbian market since February 2003. The company was founded as a greenfield investment of Vienna Insurance Group.

<https://wiener.co.rs/en/home/>



About Red Hat Innovators in the Open

Innovation is the core of open source. Red Hat customers use open source technologies to change not only their own organizations, but also entire industries and markets. Red Hat Innovators in the Open proudly showcases how our customers use enterprise open source solutions to solve their toughest business challenges. Want to share your story? [Learn more.](#)



About Red Hat

Red Hat is the world’s leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. [A trusted adviser to the Fortune 500](#), Red Hat provides [award-winning](#) support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

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