Swiss Re

Cloud Use Cases Day

January 24th 2014

Presented by Andreas Kuster & Tobias Maeder (Swiss Re) and Robert Santner (Nefos)

Agenda

Objectives

A **Introduction of Nefos and Swiss Re**

B Present key achievements of Sales Improvement Programme

C Show selected innovations of Sales Improvement Programme

Nefos Company Profile

Positionierung

- Alleiniger Fokus auf Salesforce.com – Nefos ist **Salesforce-Experte!**
- Erfahrener Partner für **anspruchsvolle Salesforce-Projekte**
- **Alle Leistungen aus einer Hand:** CRM-Blueprint, Prozess-Design, Salesforce-Konfiguration, kundenspezifische Entwicklungen, Integration bestehender Softwaresysteme, Migration von Legacy-Daten, Benutzer-Schulung, Projekt-Kommunikation und Projekt-Management, globales Roll-Out Management

Niederlassungen

Nefos beschäftigt rund 40 Berater

Awards

PLATINUM CLOUD ALLIANCE PARTNER

Platinum Cloud Alliance Partner in D-A-CH

INTEGRATION AWARD 2010

Integration Award für außergewöhnliche Salesforce.com-SAP Integration bei CWS-boco

Allianzen

salesforce · MAGIC SOFTWARE · cameleon software · SILVERPOP · xactly · APTTUS · QlikView Partner · INFORMATICA · servicemax

Nefos Customer References

High-tech	Manufacturing	Medical
Endress+Hauser	SIEMENS Power Generation	zimmer Confidence in your hands
BOSCH Invented for life	SSI SCHÄFER	harlan Helping you do research better
BMW	MAUSER	KBA
SIEMENS Enterprise Communications	ALCAN	SYNTHES
Schneider Electric	Teller by Schneider Electric	OD-OS RETINA NAVIGATION COMPANY
	syngenta	BRAINLAB
		MERCK

Services/Telco	Consumer Goods	Media
cws boco	VORWERK	Wolford
vodafone	B/S/H/	GROUPE EDIPRESSE
swisscom	PHONAK life is on	Hubert Burda Media
Swiss Re		
Adecco		
avanon total risk control		

Dienstleistungs Portfolio

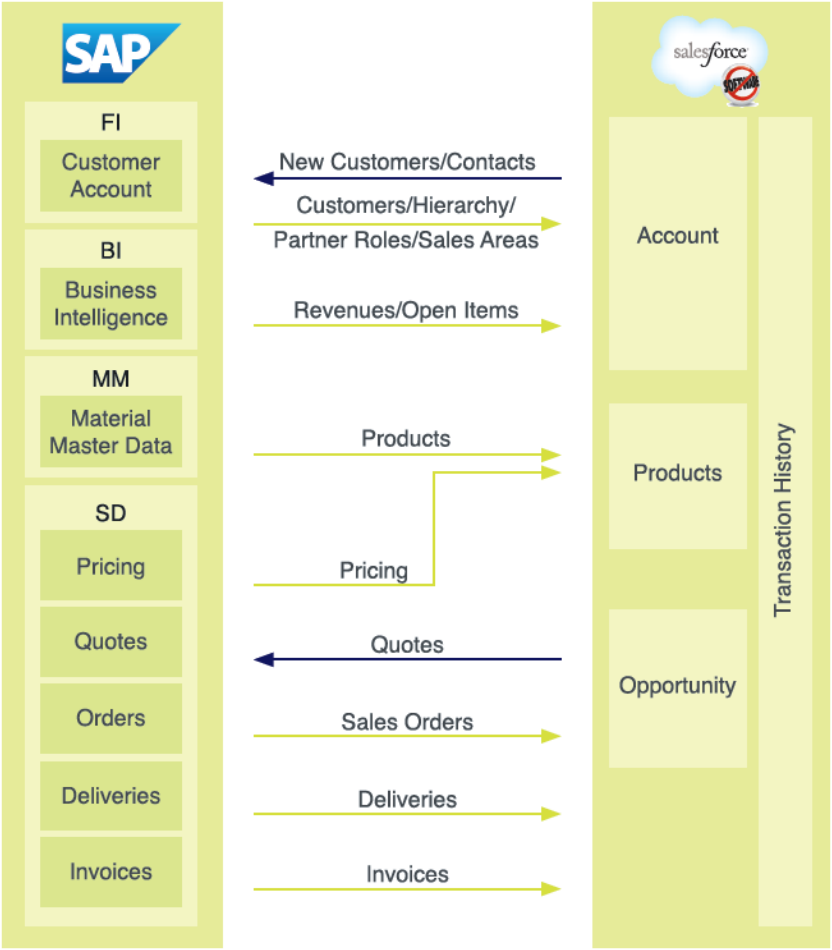
<table>
<tr><td colspan="4">CRM Transformation</td></tr>
<tr><td rowspan="3">CRM Design & Business Value Plan</td><td>Salesforce.com Solution Design und Implementierung</td><td rowspan="3">End-User Training
&
Roll-Out Mgmt</td><td rowspan="3">Support</td></tr>
<tr><td>Integration and Migration Design and Implementation</td></tr>
<tr><td>Enhancement Design und Implementierung</td></tr>
<tr><td colspan="4">CRM Projekt Management</td></tr>
</table>

Innovative Eigenentwicklungen: Nefos Mobile

Nefos Mobile
die offline Salesforce App

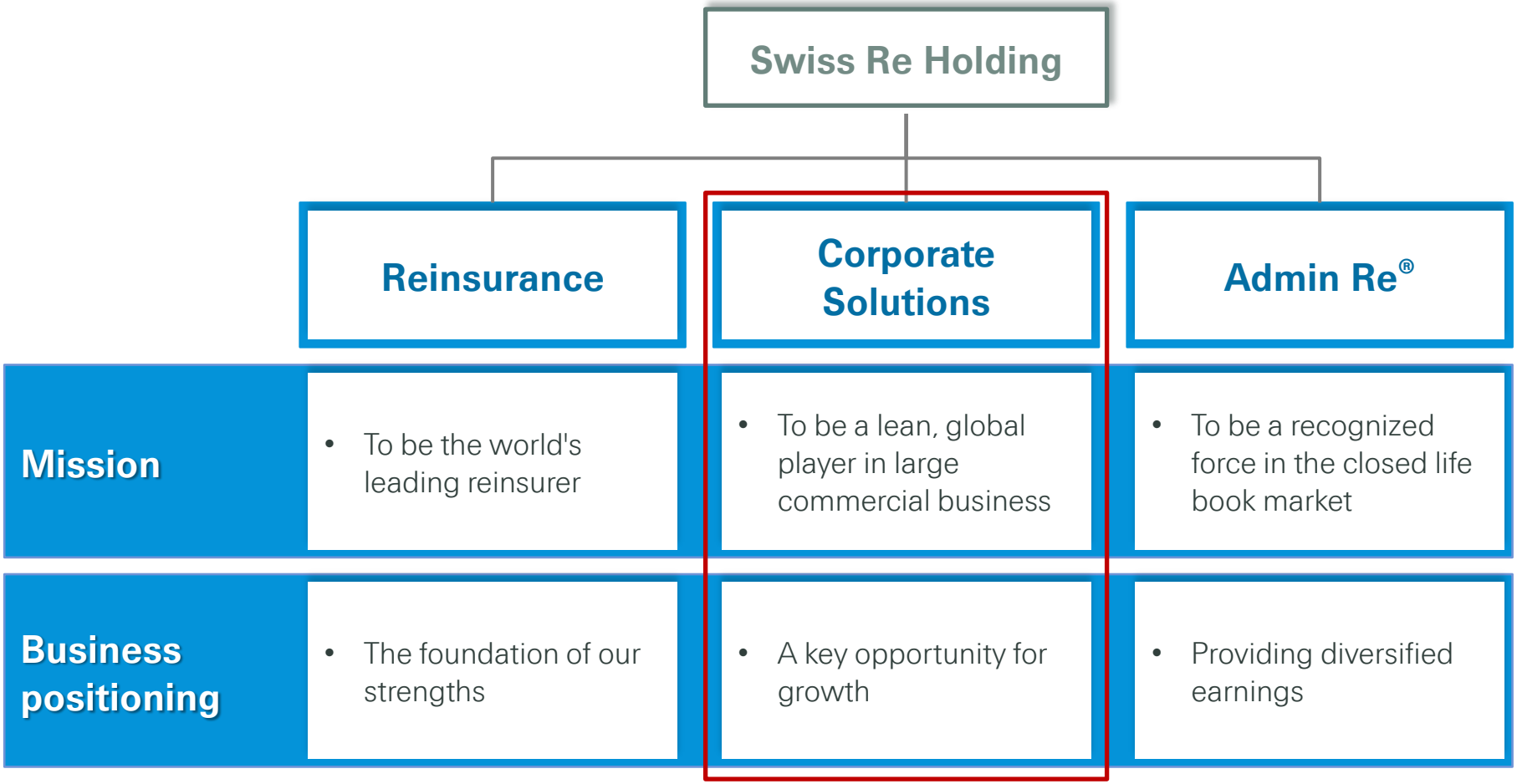
Speziell für iPad & iPhone

Innovative Eigenentwicklungen: RITA



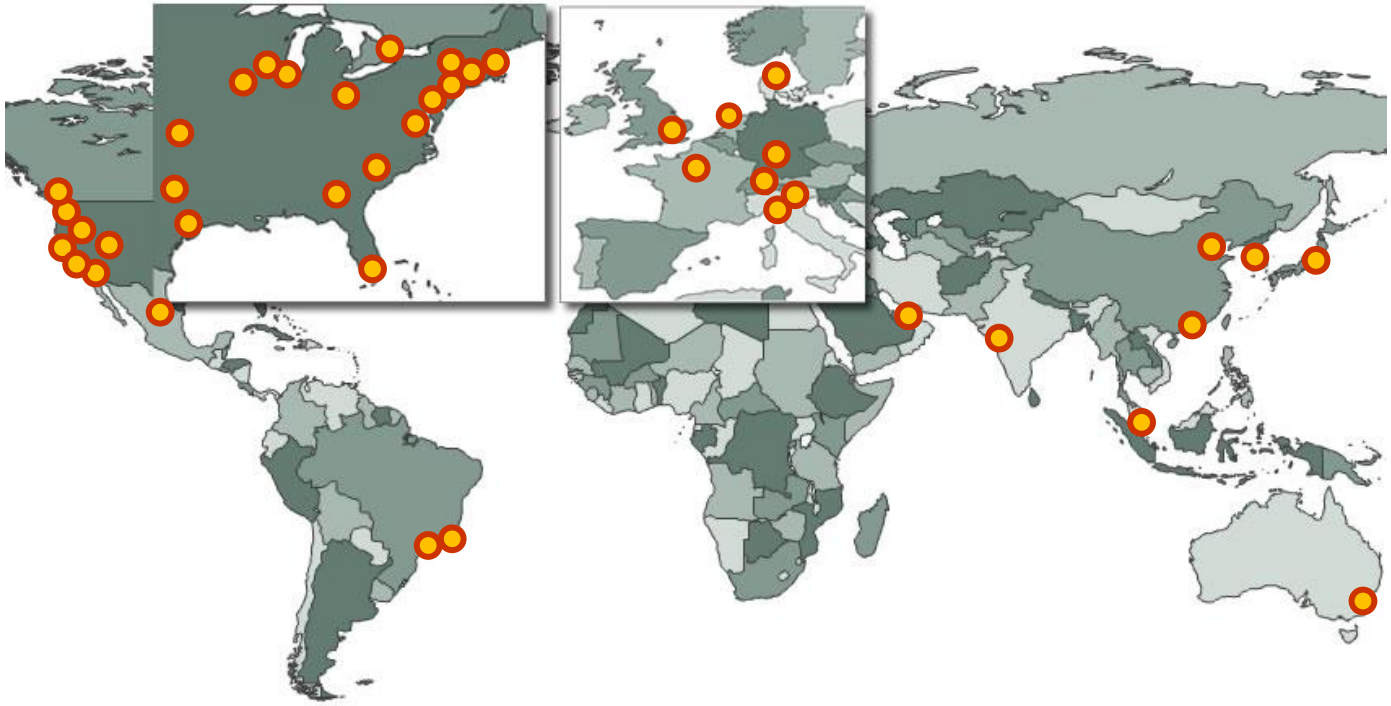
- **R**apid **I**ntegration **T**emplate **A**pproach (RITA)
- Schnelle & zuverlässige Integration von Salesforce und SAP
- Standards flexibel nutzen

Swiss Re Business Segments



Corporate Solutions – Global Footprint

Global Office Network



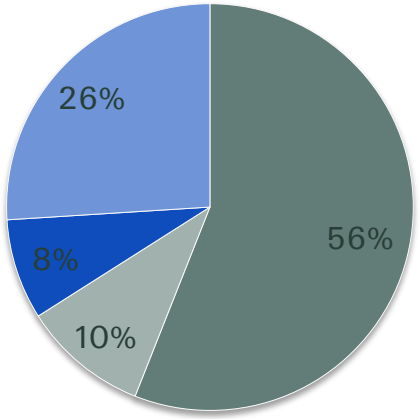
43 offices

- North America: 25
- EMEA: 9
- Asia Pacific: 7
- Latin America: 2

Corporate Solutions – Diversified Player

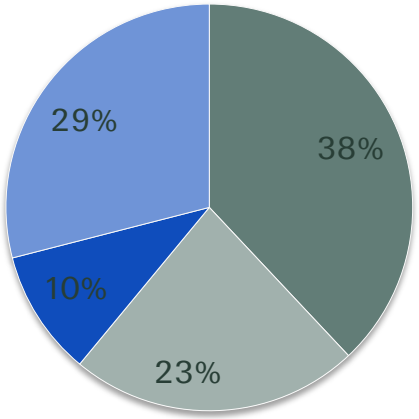
Gross written premiums of approximately USD 3.5bn

Regional split



- North America
- Latin America
- Asia Pacific
- Europe, Middle East & Africa

Line of business split



- Property & multilines
- Specialty[1]
- Credit & Surety
- Casualty & Health

[1] *Engineering, Marine, Aviation and Space*

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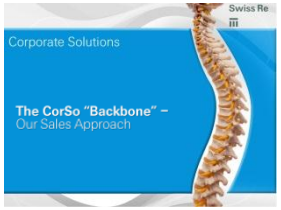
The success is based on five pillars and an early …

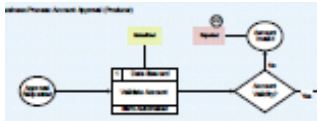
Sales approach: The Backbone



Defined focus areas to strengthen sales:

- Sales Processes
- Roles & Response
- Broker Mgmt..
- Client Segment
- Account Planning
- Sales Campaigns
- Sales KPIs

IT Architecture



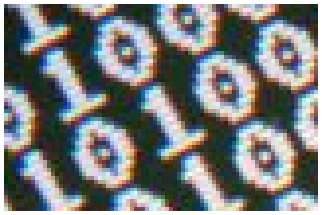
Integrated cloud platform into the Swiss Re system landscape

CorSales

corsales SPREAD SHEETS
Access To Real Sales Insights.

Build a one-stop-shop for client information, including sales pipeline, discussion notes, action plans, contacts, campaigns, etc.

Partner Data Management



Matched 80% of the CorSo partners to ORBIS[1])

ORBIS enabled sales campaigns in providing background information of potential clients

Change Management

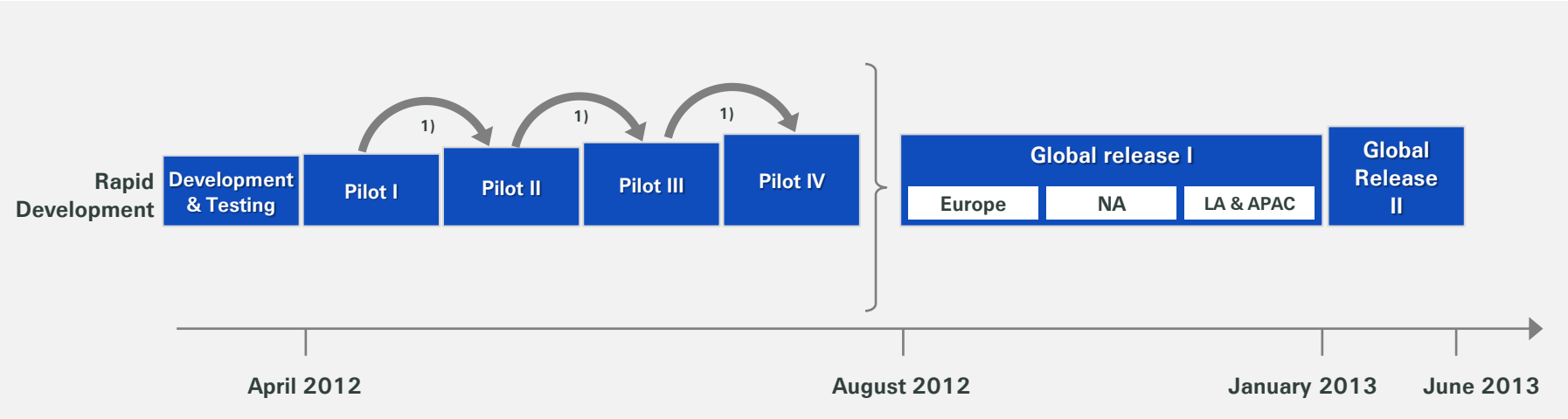
Multi-channel communication approach.

Delivered multi-channel training modules for the four CorSo regions

[1]Orbis (Bureau van Dijk) is a professional partner data administration tool

… involvement of the sales organization with the rapid development approach

- CorSales functionality based on the seven backbone elements were rolled-out. Pilot users got a 60% developed platform, the platform of the Global release I was about 80% developed
- The CRM platform was adjusted and improved with a Rapid Development approach based on feedback received by end-users to reach a 90% - 95% developed platform by project closing



1) Adjust, enhance and test

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Marketing Material: Town halls, newsletters, surveys, class-room training, comic movies …

A CRM roll-out based on a successful cooperation

Objectives

A Introduction of Swiss Re and Nefos

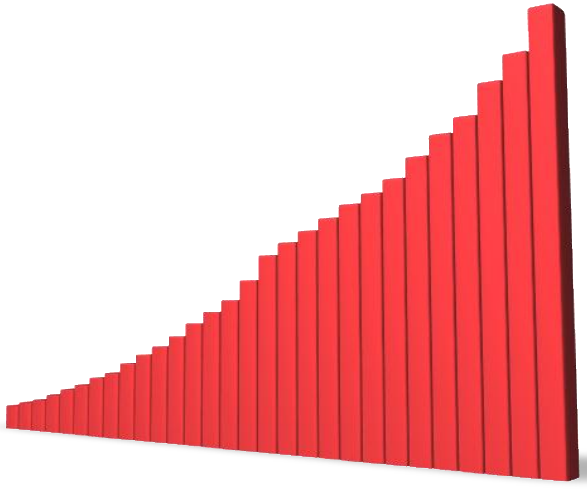
B Present Structure of key achievements the Swiss Re Sales Improvement Programme

C **Show selected innovations of the programme**

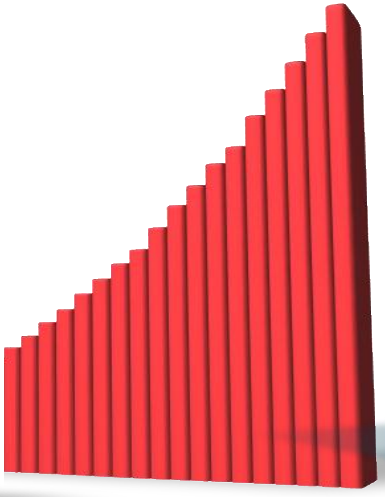
Salesforce.com ist ein 100% cloudbasiertes Unternehmen

1999 gegründet von Marc Benioff

$3 Billion
Annual revenue run rate for FY13



140,000+
Customers



#1
World's Most Innovative Companies

#1

World's #1 CRM

Gartner

Cloud Computing

IDC

Innovation 2011, 2012

Forbes The Economist

FORTUNE WORLD'S MOST ADMIRED COMPANIES 2013 #1 COMPUTER SOFTWARE

salesforce foundation

228,000+ hours community service

9,500+ non-profit organizations

$21 million + grants

1%

Time

Equity

Product

Auszug aus den 140.000+ Salesforce-Kunden

Financial Services

ABN·AMRO
ALD Automotive
Allianz
BBVA
BARCLAYS
Deutsche Bank
FORTIS
ZURICH
Schroders

Technology

Adobe
Business Objects
EMC² where information lives
DIMENSION DATA
Esker SOFTWARE
MISYS
SIEMENS
software AG THE XML COMPANY
symantec.
AMD

Manufacturing

WOLSELEY
eao
TORO Count on it.
CAT
StanleyBlack&Decker
AVL
MIKRON Technology Group
Vaillant
KONE
DANAHER
Honeywell
TORNOS
DU PONT
GE
SOUTHERN HOSPITALITY

Telco & Media

Alcatel·Lucent
CISCO SYSTEMS
ITN SOURCE
NOKIA
swisscom
orange
O2
Síminn
vodafone

Healthcare

ASTRA ASTRA TECH
BAYER
Medtronic Alleviating Pain · Restoring Health · Extending Life
TECAN
CIGNA
Roche
SANITAS BUPA GROUP
zimmer
PHONAK life is on

Business Services

Corporate Express A Bunnings Company
DHL GLOBALMAIL
DANKA
GENESYS Better Interactions. Better Business
KONICA MINOLTA
MARSH
shl PEOPLE PERFORMANCE
totaljobs.com
Rentokil Initial
XEROX

Energy & Travel

ARVAL A BNP PARIBAS company
DSV
Carlson Wagonlit Travel
HRG HOGG ROBINSON GROUP
hotelbeds accommodation & destination services
MED GROUP
Travelex worldwide money
REPSOL
Shell

Life Sc & Chemical

SOLVAY
ThermoFisher SCIENTIFIC
PHILIPS
sanofi pasteur MSD vaccines for life
Pfizer
DU PONT
MDS Pharma Services Science advancing health
KERRY
ASHLAND
PerkinElmer precisely
NOVARTIS

Salesforce Customer Company Architektur

Sales Cloud | Service Cloud | Marketing Cloud | AppExchange | Custom Apps

salesforce platform

Identity

Mobile Services

Chatter Communities

Chatter

Force.com | Heroku

Cloud Database

Multi-Tenant Cloud Infrastructure

APIs

Any Social Network

Any Device

Back End Systems

ERP

Finance

Any App

AppExchange Apps

Public or Private Apps

Vorteile des “multi-tenant” Cloud Computing

Enterprise Cloud Computing

Schnell

Keine Hardware
Keine Software

Einfach

Automatische Upgrades
Skalierbar

Offen

Alle Geräte
Datenmobilität

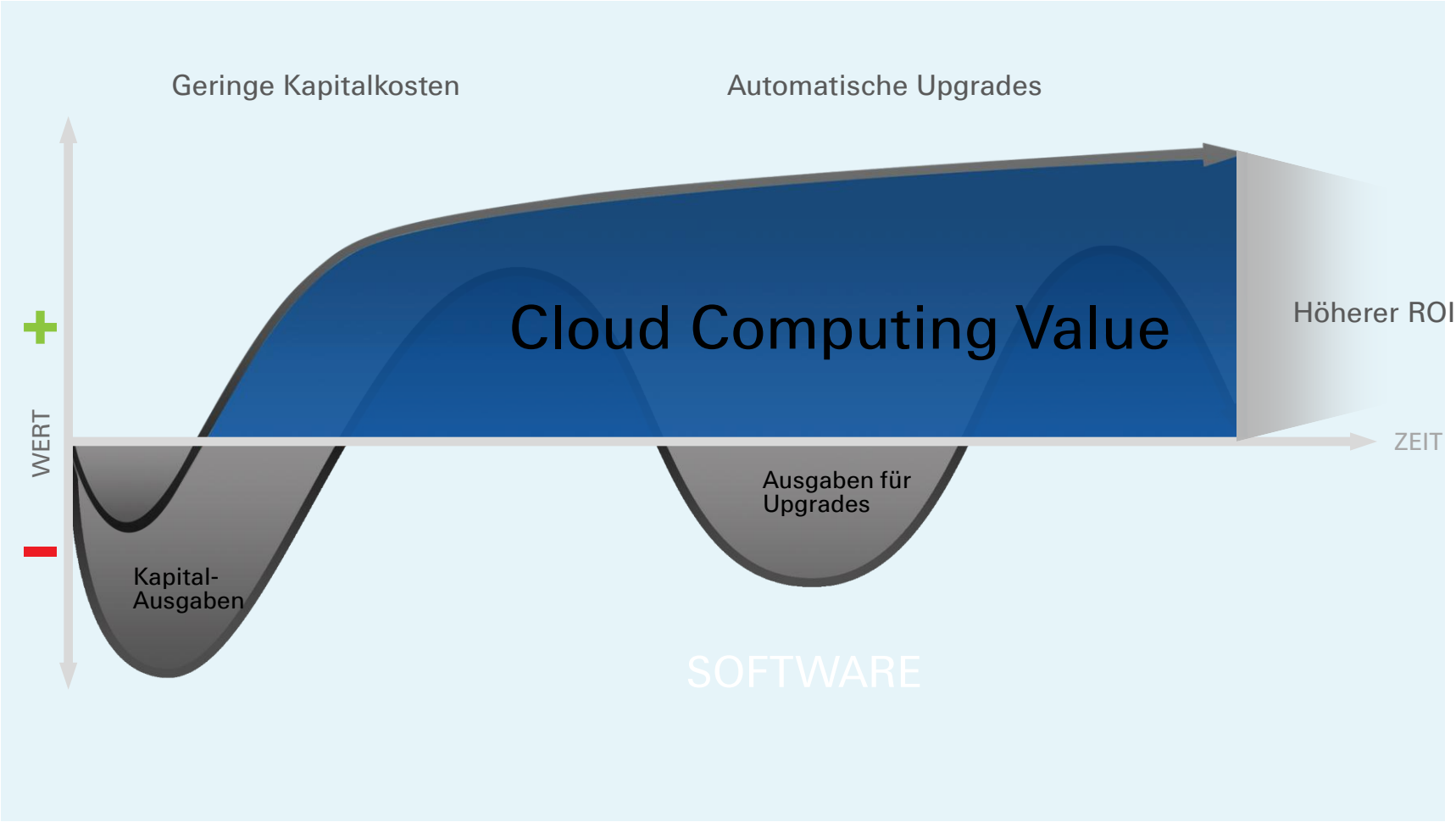
Flexibel

App Marktplatz
Erweiterbar

Trusted

Transparenz
Echtzeit-Status

Schnell: Armortisierung mit Cloud Computing



Offen: Datenzugriff überall und jederzeit

Beliebige Daten
Salesforce API

API: Fast

50%

aller Transaktionen

Einfache, leistungsstarke und sichere API's

SOAP, REST, Bulk, Metadata, Apex & Visualforce

Alle Geräte
Salesforce Touch

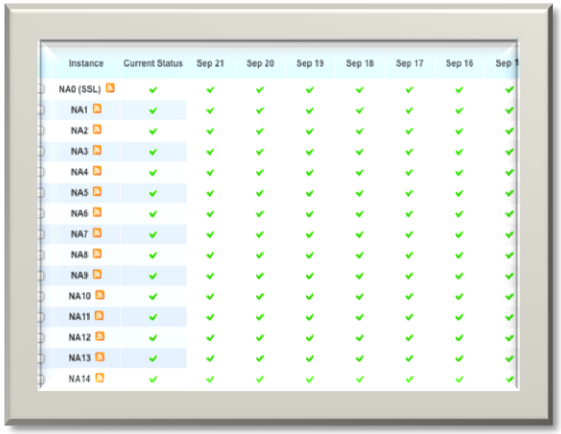
HTML5 Anwendung für jedes Gerät

Intuitive Oberfläche für mobile Anwender

Optimiert für Touch-Bedienung: Tippen, Scrollen, Wischen

Trusted: Unser höchster Wert

trust.salesforce.com



Instance	Current Status	Sep 21	Sep 20	Sep 19	Sep 18	Sep 17	Sep 16	Sep 1
NA0 (SSL)	✓	✓	✓	✓	✓	✓	✓	✓
NA1	✓	✓	✓	✓	✓	✓	✓	✓
NA2	✓	✓	✓	✓	✓	✓	✓	✓
NA3	✓	✓	✓	✓	✓	✓	✓	✓
NA4	✓	✓	✓	✓	✓	✓	✓	✓
NA5	✓	✓	✓	✓	✓	✓	✓	✓
NA6	✓	✓	✓	✓	✓	✓	✓	✓
NA7	✓	✓	✓	✓	✓	✓	✓	✓
NA8	✓	✓	✓	✓	✓	✓	✓	✓
NA9	✓	✓	✓	✓	✓	✓	✓	✓
NA10	✓	✓	✓	✓	✓	✓	✓	✓
NA11	✓	✓	✓	✓	✓	✓	✓	✓
NA12	✓	✓	✓	✓	✓	✓	✓	✓
NA13	✓	✓	✓	✓	✓	✓	✓	✓
NA14	✓	✓	✓	✓	✓	✓	✓	✓

http://www.trust.salesforce.com/

Transaktionen pro Quartal

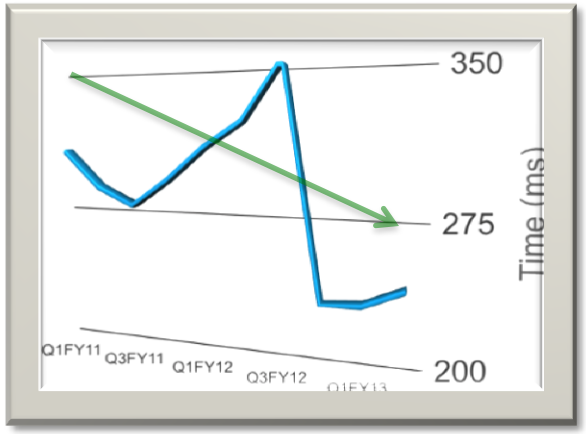
59 Mrd. Transaktionen

69% YoY Growth

Durschnittliche Page Time

FY12: 306ms

FY13: 241ms



Life demo

corsales

Access To Real Sales Insights.

Fragen und Anmerkungen

Andreas Kuster	Swiss Re Corporate Solutions, Head Corporate Development EMEA, Andreas_Kuster@swissre.com
Tobias Mäder	Swiss Re Corporate Solutions, Senior Corporate Development Manager, Tobias_Maeder@swissre.com
Robert Santner	Nefos, Managing Partner robert.santner@nefos.com

Thank you

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