

Allianz Turkey



Insurance Company Improves The Performance of IT Services to Enhance Productivity and Customer Loyalty

Allianz is the 31st biggest company in the world, offering banking, insurance and asset management services to 83 million clients. It has more than 148,000 employees in over 70 countries, including Turkey. In Turkey, Allianz has 2500 employees, 12 regional offices and 3700 agencies. It is the market leader and at the end of 2013 had 15.8% market share in Non-Life Insurance and 20% market share in the Pension market.

The company supports its regional offices from two data centers. Allianz Turkey wanted to improve its ability to control and analyse its network applications and significantly improve the way the network and its various insurance specific applications performed. Allianz chose Riverbed® SteelCentral™ after a stringent selection process and extensive testing. Since deployment, the insurance company has been able to find and fix application problems much faster, boost application performance and increase productivity.

In Brief

Challenges

- Sluggish application response and page loading times
- Troubleshooting and resolving issues took too long
- Delayed information transmission to external agencies

Solution

- Riverbed deployment measures response times, tracks, records and indexes transactions, monitors devices and troubleshoots
- SteelCentral™ AppResponse
 - SteelCentral™ AppInternals
 - SteelCentral™ AppTransaction Analyzer
 - SteelCentral™ NetSensor
 - SteelCentral™ AppMapper

Benefits

- Faster application—average page load time reduced by 44%
- Increased usage—average number of page views up by 45%
- Improved service quality—server response time down by 62%
- Faster time to resolution—some application issues are fixed in minutes
- Better reporting and visibility

Solution: Better application monitoring and troubleshooting

Allianz Turkey works with around 4000 external agencies across a wide range of industry sectors. Huge amounts of data are exchanged between Allianz and its clients, along with vast numbers of policy proposals. Allianz Turkey faced several challenges. Bespoke insurance industry applications and other general business systems were suffering from performance problems. Page load times were slow (more than three seconds) and accessing vital on screen information was therefore a time-consuming process. Network speeds were sluggish and causing problems during insurance claims and policy processes.

“Whenever an application performance issue occurred, it was often difficult to pinpoint the root cause”, explains Neval Bircaner, Allianz Turkey IT controlling supervisor. Long page load times and slow application speeds affected our productivity. “We also needed to provide a responsive system for our external partners.”

Three vendors were selected for a week-long proof of concept involving real-life testing with the insurance application. “SteelCentral was way ahead of the others— it was quick to install; easy to integrate, offered better dashboard properties and was much faster at locating the source of a problem” says Bircaner.

As a result Allianz has deployed a range of Riverbed SteelCentral tools. SteelCentral™ AppResponse is an enduser experience monitoring solution that enables application support teams to measure real response time and availability for all types of applications. SteelCentral™ Transaction Analyzer tracks transactions throughout the application infrastructure, troubleshoots problems in production and predicts response times.

SteelCentral™ App Internals records and indexes all transactions and offers huge scalability, SteelCentral™ NetSensor provides comprehensive infrastructure device monitoring and SteelCentral AppMapper creates dependency maps in real-time showing how infrastructure and application components are related.

“It is now much easier to identify issues with the network or application themselves. In some cases, problems that took a long time to solve can now be fixed in minutes.”

Neval Bircaner, IT Governance Supervisor, Allianz

Benefits: Improved performance results in a higher—quality user experience

“We’ve seen significant benefits as a result of Riverbed SteelCentral” says Bircaner, “The performance management dashboard gives us much better visibility and reporting. It’s now much easier to identify application performance issues. In some cases, problems that took a long time to solve can now be fixed in minutes.”

By working with Riverbed our applications now run much faster. As a result of webpages loading more quickly—on

average from 3.4 seconds to 1.4 seconds, there has been a big increase in use of the application, while server response times have reduced by 51%. “This has had a huge impact on productivity and end user experience,” says Bircaner, “Our clients have noticed the difference in performance. Riverbed SteelCentral has had a positive impact on our organization by helping us improve customer experience.”

About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed’s 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com.

The Riverbed logo consists of the word "riverbed" in a lowercase, bold, orange sans-serif font.