jahia FEATURED JAHIANT

> Jahia is a mature and stable open source platform... the tools the vendor provides are both relevant and easy to implement. In its most recent version, it offers our webmasters a very good user experience, which contributed to a significant reduction in our webmastering costs."
>
> **Fabienne Quénec'Hdu,**
> IT Engineering and Services Manager
> **CovéaTech, Covéa group**

COvéa Insurance

Faced with uniting three insurance brands under one group moniker, while still maintaining their individual brand identities, Covéa needed a CMS that was able to bridge the divide. In Jahia, they found the operational and technical capabilities that they needed to make their four disparate sites unique while still streamlined enough that they could be managed from one central source. With specific integrations designed to maximize each brand's usage on the platform, Covéa is looking forward to Jahia continuing to grow alongside them.

www.covea.com

About Covéa

Covéa is the French leader in car insurance, home insurance and legal protection, and number two in business insurance. While Covéa was officially established on June 14th 2017, the group is actually composed of three older French insurance brands: MAAF, MMA and GMF. The group's history therefore dates back to the roots of mutuality, with the birth of AMSO in 1819.

With 23,000 employees worldwide, along with 11.5 million policyholders, the group has a presence in France, the United Kingdom, the United States and Spain.

At A Glance

Requirements

- Unite its three diverse brands under one digital technology
- Autonomous content creation and publication
- Modular functionality that enables both brand diversity & cohesion

Results

- Four interlinked platforms each managed by in-house teams
- Flexible integrations for both legacy and future technology
- A scalable solution that continues to grow with them over time

Goal:

Unite Covéa's brand portfolio under one roof

The Covéa group offers a wide portfolio of insurance products for both individuals and businesses, all in extremely competitive industries including car insurance, home insurance, and school insurance. As such, innovative customer experiences are paramount. That means they must be modern and fully integrated with legacy applications.

Additionally, Covéa must preserve the strong identity of its three brands - MMA, MAAF and GMF - all of which have their own distinctive positioning. Although Covéa has undertaken a strategy to pool its internal resources, each brand must retain its specific voice and identity, especially online.

The MMA.fr website, for instance, has over 800 pages, while the company itself offers seven different pricing plans. In 2018, the website's total visitor count was nearly 8 million. Similarly, the MAAF and GMF sites had 19.5 million and 3.3 million visitors, respectively, during that same period.

In searching for a solution, the Covéa group wanted to provide all of its brands with a high-performance digital platform that supported their efforts to preserve and grow their individual brands.

With Jahia, the Covéa group has harmonized the web tools used by these three brands. This evolution will eventually lead to the pooling of IT resources dedicated to the group's websites.

Ja-iant / jiant / noun

1. Organization embracing digital evolution with Jahia
- unifies legacy and new tech in their own DX stack
- iterates amazing digital experiences
- wins against the competition, every time

"That Jahiant has really taken over the market."
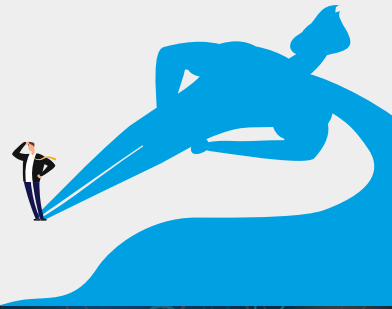
Finding The Right Solution

The selection of the Covéa group's web content management solution was based on the specifications drafted by the group's Digital Factory. They were written to address the operational needs of all existing sites and the requirements of webmasters and contributors from all three brands.

Jahia was selected, in part, due to its technological capabilities, says Fabienne Quénec'hdu. "Our previous CMS did not meet our operational requirements. Specifically, we wanted to empower our points of sale to manage their own pages. With Jahia, each point of sale is equipped with a tool through which they can easily contribute and publish their own content online."

Jahia allowed Covéa to set up a generic contribution level for the webmasters of each brand, and a second level of contribution for insurance brokers. The latter would enjoy a certain level of independence when publishing their content, which was not possible with the previous CMS the brands had deployed.

The group's Digital Factory also saw that Jahia would give them the level of cohesion they were looking for amongst the three brands. As a full-scale group, Covéa could develop new Jahia modules to enhance the websites of all three brands, a streamlining process that would further enable the group to pool its resources.

The Launch

"In 2014, our three brands all worked independently," said Fabienne Quénec'hdu, Engineering Manager of the Covéa group, "Each brand used Jahia separately to create the websites that would showcase their insurance products, but also offer online quote generation and contact management for our branches."

Covéa currently manages four Jahia platforms - one at the group level and one for each brand. This translates to around ten webmasters for the Covéasite, plus three to four webmasters per brand and more than 20 contributors at the branch level. The MMA network alone has 1,600 branches, which can mean a significant number of potential contributors are involved. As a result, the developers of Covéa's Digital Factory have created modules that allow brokers to contribute to their sites very easily. They do not enjoy the full extent of Jahia's rich functionality the way webmasters do, but they can nevertheless promote their products online very easily.

Each brand also relies on its own service providers. Specific integrations were thus set up for Covéa's internal applications, in particular for pricing and quotation generation.

"Thanks to Jahia's new features, our group platform now provides a generic site to which our brand sites are connected. The functional modules are the same, but the functionalities delivered by Jahia allow us to effectively differentiate our brands. This approach was a strong selling point for us in favor of Jahia's open source solution, and it convinced both our developers and webmasters."

Currently, about ten developers for Covéa's Digital Factory are fully trained on the Jahia platform and deliver modules across all business lines. Further meetings between developers, webmasters and Jahia's own development team allow for additional requests to be heard, ensuring that the solution continues to improve over time.

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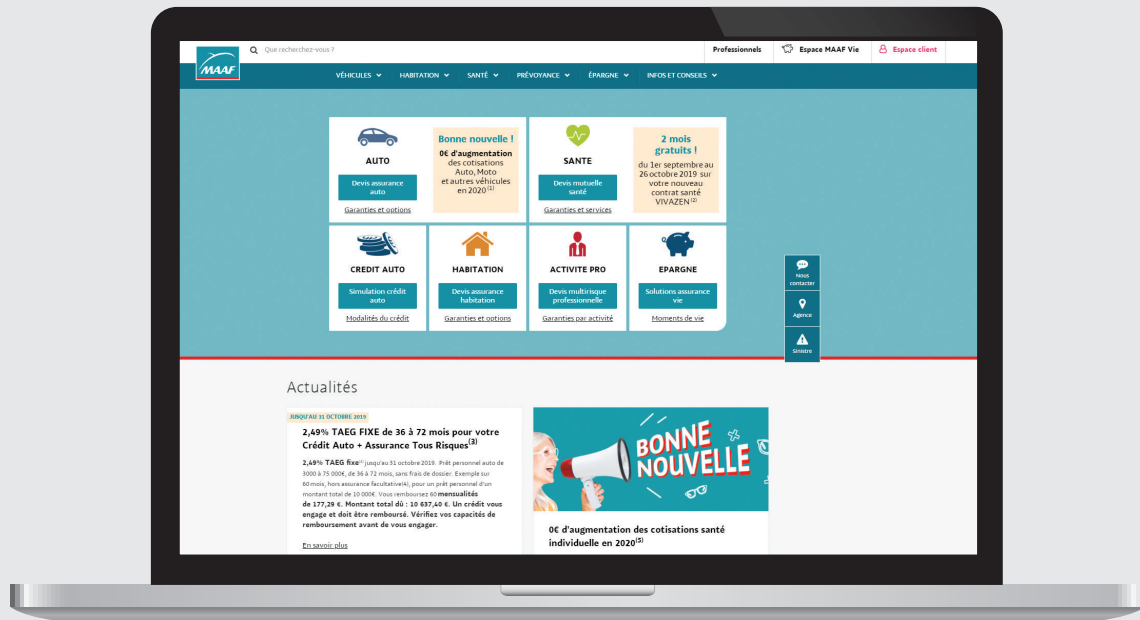
Next Steps

Since Jahia was initially installed, there have been a number of version upgrades that have helped further Covéa's use of the platform.

"Our Digital Factory is constantly developing new modules, and one of Jahia's key strengths is the ease with which new modules can be deployed on production sites," says Fabienne Quénec'hdu.

GMF is currently redesigning its mobile site and is in the process of creating a series of new modules to be deployed on Jahia's platform in the near future. "We now have a solid experience with Jahia's version upgrades, and by following development recommendations there have been no problems with all the modules developed by our Digital Factory."

After the redesign of the MAAF website in 2018, MMA is in the process of revamping its customer experience, while GMF is working on modernizing its website. Meanwhile, Covéa is updating its IT infrastructure, which Fabienne Quénec'Hdu is very optimistic about.

"These Jahia platforms are hosted on our IT infrastructure. Our teams are currently working on the containerization of our applications. They have been in touch with Jahia to carry out this containerization, which should not cause them any problems."

The ultimate objective is to streamline all of their Jahia platforms, a project that should be completed by 2020/2021.

About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to Make Digital Simpler.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

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