

W&W INFORMATIK GMBH DRIVES DIGITAL TRANSFORMATION WITH CONTROL-M

80%

Accelerated Development
Lifecycle

Digital Transformation Enhances Customer Interaction

Now more than ever, customers expect businesses to make it easy to consume their products and services, regardless of the channel—on mobile devices, through computers, or in person. To better engage with its customers and prospects, W&W Informatik GmbH decided to digitally transform its business. The modernization was not only a reaction to market changes, it was also an opportunity to simplify the company's fragmented IT environment, a result of business consolidation.

25%

Faster Online
Enrollment

W&W Informatik GmbH is the central service provider of the W&W Group, which was created as a merger of two long-standing companies: the building association Wüstenrot and the insurance company Württembergische. By merging the two companies' customer bases, W&W had an opportunity to develop new products and services and capture additional market share. But to take advantage of the opportunity, they needed to get a unified, global, and detailed analysis of customer profiles and their contracts. The more they knew, the better they could cross-sell and develop targeted solutions to meet customers' specific needs.

From Workload Automation to Digital Business Automation

The first thing W&W Informatik GmbH did was create an internal Digital Acceleration Center (DAC). The DAC was responsible for the modernization, rationalization, and simplification of current business processes, as well as the creation of new processes necessary for achieving digital transformation. The team developed a new online enrollment process, eliminating the need for paper-based procedures, which provided customers and prospects 24x7 online access to their benefit details. Now customers can easily compare insurance plans and benefit options and choose the one that best suits them. Additionally, the company reduced the time needed to collect and review forms, determine eligibility, and communicate details to customers. The DAC consolidated customer information from both company databases into a single database, which allowed customers to access multiple services offered by the company from one account.

ENHANCED

Customer Satisfaction

For years, W&W Informatik GmbH used IBM® Workload Automation (TWS) on its mainframe and distributed environments, but they faced numerous challenges:

- Slow online enrollment – During the enrollment process for new customers, W&W Informatik GmbH uses the POSTIDENT service, a digital identity check process offered by Deutsche Post. The process of creating a new account required the polling of Deutsche Post database. However, W&W Informatik GmbH soon realized that the TWS File Watcher was required to start the polling task, and was only capable of running this task once per day, slowing down the enrollment process for customers.
- Lack of speed and agility in SDLC improvements – W&W Informatik GmbH wanted to accelerate its software development lifecycle (SDLC) to stay in line with its continuous implementation of new distributed, SAP®, and Java applications, both supporting new services and migrating IBM® z/OS® applications, for modernization purposes. With IBM, W&W Informatik GmbH's z/OS and distributed development teams implemented their applications and, through in-house tools, passed them to the workload automation team. The process was manual, unstructured, and error-prone, and did not allow the company to implement or change services at the speed the market demands.
- Unacceptable maintenance outages – W&W Informatik GmbH determined that the IBM workload automation solution it was using was mainframe-centric, and was no longer adequate to support their growth across the entire business. The biggest limitation was that the mainframe maintenance window was six-to-seven hours long. When stopping the mainframe from running, the whole distributed network (1,000+ servers) also had to be shut down, causing outages in critical business applications. This maintenance requirement was one of the key factors that influenced the company's decision to change. Each outage, either planned or unplanned, stopped work for 2,000 people and impacted customers accessing their systems for claims and new policy services.

With Control-M



Faster online customer enrollment



Agile development



Risk mitigation

Transforming with Control-M

After evaluating several vendors, W&W Informatik GmbH chose BMC's Control-M workload automation solution. They selected Control-M because of its reputation as a market leader and because it was capable of improving the company's application deployment speed. They converted existing workflows to Control-M by using its built-in workload conversion tool. Following their successful conversion, they experienced the following benefits:

- Faster online customer enrollment – W&W Informatik GmbH found that the online enrollment process for customers improved by 25%. With the Control-M solution, W&W Informatik GmbH has automated the polling of Deutsche Post database, moving from one poll per day to four. This has dramatically improved consumer experience and satisfaction. While not specific to W&W Informatik GmbH, McKinsey has found that for every one-point increase in customer onboarding satisfaction on a 10-point Net Promoter Score (NPS) scale, there is a corresponding 3% increase in customer revenue.¹

- Agile development – The Control-M Workload Change Manager product is now being used by W&W Informatik GmbH's developers and operations, standardizing processes between the two groups, and has accelerated their development lifecycle by 80%. This has helped the DAC achieve one of its primary goals, releasing business applications faster and with higher quality.
- Risk mitigation – Control-M provides flexible management from a single point of control, across mainframe and distributed systems. This was a key driver for change. Today, at W&W Informatik GmbH, the business services underpinned by distributed workflows are still available during the mainframe maintenance window, increasing the availability of enrollment processes and critical business services by 3%.
- Because of the above successes, W&W Informatik GmbH has decided to use Control-M to support a modernization project that will redesign all applications running in the Wüstenrot home-building IT environment. This will make Control-M by BMC the company's central application orchestration platform.

About WW Informatik GmbH²

The W&W Group was created in 1999, through a merger of two long-standing companies: Wüstenrot (a building association), and Württembergische (an insurance company). One year later, the merger of W&W Group's IT departments enabled the founding of W&W Informatik GmbH. The newly formed group is a central IT service provider for W&W Group and develops and operates all the company's IT applications, networks, decentralized systems, architecture, and computer centers.

1 Source: Client Onboarding: Revenue and Hidden Cost Implications (<https://www.cio.com/article/3260727/leadership-management/client-onboarding-revenue-and-hidden-cost-implications.html>)

2 Source: The History of the Wüstenrot & Württembergische-Group (https://www.ww-ag.com/en/ueber_uns/historie_1/history.html)

For additional information on Control-M, visit our web page:

-  Visit our web page bmc.com/control-m
-  Download the datasheet
-  Learn more about Control-M for Hadoop

