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PERUVIAN INSURER TRANSFORMS IT FOR BUSINESS SUCCESS

One of Peru's leading insurance providers modernizes its IT infrastructure with Dell EMC XtremIO

pacifico | Financial Services | Peru

Business needs

- Respond to customer requests for assistance in real time, 24/7

- Support rapidly growing numbers of users with no negative effect on service speed and availability

- Optimize IT efficiency and cost

Solutions at a glance

- Dell EMC XtremIO All Flash storage

Business results

- Infrastructure that can scale rapidly to handle "mass market" workloads

- Agile infrastructure for business innovation

Real-time
24/7
access to critical information for internal and external clients

Up to
100%
increase in application performance

ONLINE INSURANCE TO RESPOND RAPIDLY TO CUSTOMERS NEEDS

Life's accidents and emergencies are never desired, and certainly never planned. When the unthinkable happens, insurance coverage is critical — and insurance providers need to be on call around the clock to deliver all the help and support customers need, where and when they need it.

Pacifico Seguros, a Credicorp Ltd company, is one of Peru's leading providers of corporate and private insurance services. The organization's principal mission is to help its clients to manage risk, protect what they value most and, in doing so, to help them achieve their goals. The company provides the full range of insurance services, including life, health, and vehicle insurance, and it is present across all regions of Peru.

In recent years, Pacifico Seguros has undergone a far-reaching digital transformation. Currently, the company's operational systems, and systems for developing and delivering new services, are hosted on digital platforms. This supports faster, better services, whether a client wants to contract a new insurance policy, or report an accident or emergency.

Pablo Guevara, technology and innovation architect at Pacifico Seguros, says, "Now customers have a range of options for contacting us beyond traditional telephone calls. We also have a mobile application that clients can use to report a car accident, which allows our staff to locate clients and arrive on site faster." He adds, "As well as using the mobile app to improve the speed and quality of service, we can measure customer waiting times and other performance metrics to improve our services over time and to ensure we maintain our market-leading position."

In the case of medical emergencies, fast response times are essential — potentially reducing health risks for clients. Here, technology plays a key role and Pacifico Seguro systems are fully integrated with a number of different care providers, hospitals and clinics, to ensure that critical insurance information can be shared and treatment provided as quickly as possible.

As well as supporting critical client-facing services, Pacifico Seguro's IT systems also support a range of administrative functions, including the company's sales operations. "We have to be sure that the policies we sell — either via the sales team or other channels such as banks or department stores — are activated immediately in our systems so that clients are covered immediately," says Guevara. "Once again, speed and integration are vital to the success of our business."

To continue its growth trajectory, Pacifico Seguros needs to overcome a number of emerging technology challenges. "In the past, we've focused on the corporate market, but we are currently developing a range of low-cost insurance products for mass-market consumption, where thousands or even millions of customers are empowered to buy policies with us," Guevara comments. "As the number of clients grows, we need to be sure that we can still respond instantly in the case of an emergency, which means that we need systems and infrastructure that can handle huge workloads with no negative impact on response times."

Dell EMC has played an important role in Pacifico Seguros' digital transformation, delivering innovative solutions over the last 15 years. "We've implemented different generations of Dell EMC solutions, which have always met our needs and expectations," Says Guevara. "We have come to place great trust in the implementation capabilities and proactive support we get from Dell EMC."

RESPONDING TO CLIENTS IN REAL TIME WITH DELL EMC XTREMIO

To meet the needs of clients and the business, both now and in the future, Pacifico Seguros has modernized its data center with Dell EMC XtremIO All Flash, which allows the company to access vast volumes of data extremely rapidly.

"With the new infrastructure, 80-plus critical databases and applications run at optimal speed, even with thousands of concurrent user requests," says Guevara. "That means

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we can respond to customers in real time in the event of an accident or an emergency. With Dell EMC XtremIO, we are prepared to deliver the same high service levels we provide today in a mass-market setting, which will help us to maintain our market-leading position in Peru."

APPLICATION PERFORMANCE BOOSTED BY UP TO 100 PERCENT

Combined, Pacifico Seguros' virtualized servers and Dell EMC XtremIO All Flash storage environment are delivering impressive application performance improvements compared with the previous infrastructure, which was based on hardware servers and SAN-disk technology. "Our applications now run between 30 percent and 100 percent faster than before," says Guevara. "Dell EMC XtremIO is having a direct and positive impact on the service we offer our clients."

AGILE INFRASTRUCTURE THAT SUPPORTS RAPID BUSINESS GROWTH

In part, Pacifico Seguros chose Dell EMC XtremIO All Flash because of its ability to grow with the business. "The modular architecture of XtremIO is very important for us, and a major differentiator for the technology," says Guevara. "It means we can simply add disks to our existing storage environment as the business grows, with no significant additional investments, and no need to re-architect or reconfigure our systems. With XtremIO, we can guarantee that our storage will continue to be aligned to our growth strategy, and that technology will never be a limiting factor for our commercial potential."

SERVICE CONTINUITY FOR INTERNAL AND EXTERNAL CLIENTS

Pacifico Seguros has built a highly secure, resilient infrastructure, ensuring that services for internal and external clients are continuously available. "In addition to being highly reliable and secure, our infrastructure now uses virtualized servers and storage to further increase resilience and to ensure that critical services are always available," comments Guevara. "If one element of our infrastructure should fail, another will pick up the load, which means we can continue working normally without interruptions that negatively impact clients."

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>
> **Pablo Guevara**
> Technology and Innovation Architect,
> Pacifico Seguros

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TECHNOLOGY THAT SUPPORTS BUSINESS INNOVATION

With the solution that includes Dell EMC XtremIO All Flash, the Pacifico Seguros IT team can create replicas of its production environment, without using significant additional storage resources. "With Dell EMC XtremIO, we can replicate data rapidly to support innovation initiatives, helping us to create new services that improve the experience for our clients with no risk to our production systems."

Dell EMC XtremIO also makes it fast and simple to provision storage resources to support new development projects. "With XtremIO, we can provision storage on demand for development and testing projects, which means we can accelerate our development cycles and bring new services to market faster."

SIGNIFICANT EFFICIENCY IMPROVEMENTS AND SPACE SAVINGS

Pacifico Seguros has improved the efficiency and value of its IT infrastructure with the new solution that incorporates Dell EMC XtremIO All Flash. "If we look at the new infrastructure as a whole, we have achieved significant efficiency improvements and licensing cost savings of up to 50 percent compared to our previous infrastructure," says Guevara. "The new virtualized infrastructure has reduced our equipment footprint, energy costs and cooling requirements, helping to reduce our carbon footprint and providing major cost savings for the business."

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