

Harnessing the Internet with The TIA Solution



Profile:

MiWay is a direct, short-term insurance company offering its customers a range of short-term insurance products including motor, household and homeowners insurance as well as add-on products such as warranty cover and liability cover.

The long-term plan for MiWay is to extend their offering to a complete array of services all under one convenient umbrella, conveniently bought and managed online.

MiWay's major shareholder is Santam, a blue-chip JSE-listed company. Current number of employees is approx. 1,200.

www.miway.co.za

"Technology is the most critical driver of growth and success in the direct insurance market. The web and call center are our sales channels and regardless of the channel customers use to access our products and services, their experience of speedy purchasing processes and overall convenience is critical to our brand,"

- Willem Smith, COO at MiWay

Unlocking Innovation

MiWay was the first South African insurance company to embrace the internet and unlock its potential through speedy purchase processes and intelligent workflows, giving them a solid position in the market. This front-end web service is supported by the TIA Solution.

Up and running in four months

Having investigated six other IT systems MiWay chose the TIA Solution. "We were up and running in only four months. It was phenomenal," Willem Smith affirms. "We also found that writing a web front-end on top of the TIA Solution was possible even with the time constraints."

According to Willem Smith the single most important driver for choosing the TIA Solution was the richness, flexibility and accessibility of the functionality. Also, "we wanted a globally tried and tested IT solution from a renowned provider – a system that has proven its value worldwide in a large number of other insurance businesses."

TIA core functionality

Based solely on TIA core functions, barring country specific rules for the most part, MiWay configured the solution rather than code it. "We didn't have to rewrite the components," says Willem Smith.

"My guess is that it would have taken us more than 18 months year to develop our own insurance system, which still would have had less functionality", estimates Willem Smith. "Functionality, speed, flexibility and accessibility combined with the perspective of having a stable and sustainable long term solution mattered more to us. The TIA solution fulfills all these demands," he concludes.

Customer story: MiWay

Because TIA releases several updates every year, it is important that clients do not stray too far from TIA Core with excessive customization. This ensures an easier upgrade path while maintaining significant flexibility.

TIA's advisory assistance

The solution was implemented by a local TIA partner. TIA relies on a global network of skilled partners to help implement projects. With over 750 experts around the world, TIA's reach is truly global. TIA understands that insurance is local, often requiring local knowledge to help implement and support.

"We have had extremely good feedback on our service from our clients. So the TIA solution does the job."

- COO Willem Smith

If a partner takes on a TIA implementation, TIA remains very involved in the process to ensure best practice and the best possible result. "Whenever we needed it, the TIA people came through and helped us. We used a TIA consultant for two weeks during the project to make sure we were on the right track," says Willem Smith.

Staying True to Our Values

The TIA Solution has enabled MiWay's employees to perform according to MiWay's four core values: Attitude, Accountability, Freedom and Energy.

"We have had extremely good feedback on our service from our clients. So the TIA solution does the job. We feel confident that we have found the right IT solution to support our brand and keep ahead of competition not only now, but also in the long run," says Willem Smith.

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