

Digital front runner in Nordic health insurance chooses Tia Technology

Copenhagen, Denmark, 24 June 2018

Storebrand Helseforsikring will implement Tia's comprehensive cloud solution to further enhance digital customer engagement across markets.

Today, Tia Technology, a leading provider of software and solutions for the insurance industry, announces its new strategic partnership with [Storebrand Helseforsikring](#), a niche health insurance company based in Oslo. The partnership includes the implementation of Tia as a Service (TiaaaS) – a comprehensive cloud-based solution comprising a core insurance platform and various add-on applications.

Storebrand Helseforsikring is part of Storebrand Group, a leading player in the Nordic market for long-term savings and insurance and the ERGO Group, a leading insurance group in Germany and Europe. With a focused digital strategy, the company aims to anchor its position as innovative front runner by enhancing online customer engagement and automating a range of back-office processes to increase competitiveness. The full-service digital cloud solution will meet these requirements while enabling integration with multiple healthcare ecosystems to secure efficient customer processing.

Expanding connection with customers and suppliers
Bjarke Thorøe, CEO of Storebrand Helseforsikring, explains,

– The Nordic healthcare landscape is becoming increasingly dominated by ecosystems, where suppliers and partners need to be connected in order to serve customers in the market. Our TiaaaS solution offers multiple ecosystem integrations, so we can connect with

any third-party that becomes relevant to our business. Tia will also enable us to bundle products with our distribution partners and secure fast time to market to keep Storebrand Helseforsikring in the front of the competition.

With customers in both Norway and Sweden, Storebrand Helse also needed a solution that covers both markets and multiple distribution channels. “We closely studied several solutions that offered price predictability and scalability, but we liked that Tia had specific experience and expertise in scaling in the Nordics,” says Thorøe. “Ultimately, we chose TiaaaS after running a successful pilot and pre-study that proved the solution’s support of our business processes and objectives.”

Storebrand Helseforsikring is the third Norwegian partner to adopt TiaaaS and join the global Tia community in the last month. Christian Kromann, Tia CEO says:

– We are so pleased with the opportunity to work with leading-edge, digitally strategic partners across Norway and Sweden – and that our TiaaaS offering is proving to provide value in the way we designed. It will be a pleasure to grow and scale with Storebrand Helse in the region we know best.

End of press release

For interviews or more information, please contact:

Maria Liw, mli@tiatechnology.com,
+ 46 70 258 3434

Storebrand Helseforsikring AS is 50% owned by Storebrand ASA and ERGO Group Germany. The company offers treatment insurance within the corporate and retail markets in Norway and Sweden. Its head office is located at Professor Kohts Vei 9, Lysaker, Norway. The demand for treatment insurance in the market remains high and Storebrand Health Insurance has a leading market position in Norway in terms of premiums. Gross premium written in 2017 was NOK 669.3 million. The result before tax expense was NOK 105.7 million. Visit <https://www.storebrand.no/privat/forsikring/helseforsikring>

Tia Technology provides an open and flexible software platform to insurers all over the world. With over 20 years of experience and more than 65 customers globally, Tia has deep insight into insurance business processes. Offering the full scope of expert implementation, application management and hosting services, we deploy our expertise to help insurers execute their digital and business strategies and stay competitive. Visit www.tiatechnology.com