Oliver Deutsch currently has a reason to be extremely proud: Gartner has just recently added the Swiss digitalization company to the “Magic Quadrant” for iBPMS (Intelligent Business Process Management Suites) as one of the 15 best companies in the world – and only one of two representatives from the German-speaking world. “It is a great token of appreciation for our work and proof that we have proven over the years to be a reliable partner in digital transformation for our customers,” Deutsch says happily.

The fact that digital transformation can differ for every customer is based on the concept of “digitalization” itself, as AXON IVY’s Country Manager explains: “The term “to digitize” refers to something that is no longer analogue, i.e. manual; “to digitalize”, however, goes further and signifies an upheaval, or the “digital revolution” that brings about change in the business model. Without a doubt, whatever the scope and taken approach is, it can likewise lead to groundbreaking benefits.

Over the past several years, AXON IVY has gained this assurance first-hand in numerous projects, along with numerous lessons learned, which are passed along to other customers. One of the most important insights: “Think big” is important, but “start small” is just as important. Oliver Deutsch is convinced that “a ‘big bang mega project’ with a ‘2022 go live date’ can only fail.” “Most projects are based on agile approaches. It is precisely during these ultra-dynamic times of constant change in the environment and requirements where companies need the chance to quickly respond, adapt, and consistently measure success.”

The other important insight: Successful digitalization can only take place through process automation: IT silos are bridged using modern state-of-the-art...
Digitalization platforms, like those from AXON IVY, provide valuable assistance and can be efficiently integrated into companies’ business processes and systems. The spectrum of use ranges from simple workflows to complex process applications, and it also offers the chance to integrate mobile end devices and ERP systems and in external information offices, are a thing of the past. Nowadays, the solution made of transacted processes and decisions undergoes continuous learning, Thus, process efficiency is continuously increased, and valuable personnel resources are also specifically used for applications that require further clarification. For Daniel Hüppi, CEO at Amag Leasing, the benefit that this provides is already very tangible: “Not only can we work more efficiently, but also generate significantly-greater sales.”

AXON IVY’s Swiss customer projects also include a very good example of how process automation supports a whole new business model: The recently-founded FINFORM AG offers bankers fully-digital account opening as a service. This is made possible by a white label app, which is individually adapted to their bank customer’s design and product names – the customer experience of the respective bank is already conveyed in this manner for onboarding. Thanks to the application, all compliance requirements are covered and all required KYC information is recorded and checked during the entire process, while the business transaction is checked using a TAN inquiry; legally-valid contract conclusion is also integrated. Furthermore, the FINFORM app grants access to video chat identification, authorized by the Swiss Financial Market Supervisory Authority since early 2016. This allows for an account to be opened in minutes without downstream verification. Upon request, the onboarding app is integrated into an existing, proprietary bank application, so that even internal bank processes can run on AXON IVY’s digitalization platform.

“Opening an account, especially nowadays, is a laborious and costly process. However, this process should be designed as conveniently as possible for customers.”

René Oppliger, CEO FINFORM AG

Manual activities that were carried out before automation and that always depended on the individual clerks’ work quality and experience, such as looking for the required information in CRM and ERP systems and in external information offices, are a thing of the past. Nowadays, the solution made of transacted processes and decisions undergoes continuous learning, Thus, process efficiency is continuously increased, and valuable personnel resources are also specifically used for applications that require further clarification. For Daniel Hüppi, CEO at Amag Leasing, the benefit that this provides is already very tangible: “Not only can we work more efficiently, but also generate significantly-greater sales.”

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“Opening an account, especially nowadays, is a laborious and costly process. However, this process should be designed as conveniently as possible for customers. It is actually a contrast that is merged using our app.”

A leasing agreement over a cup of coffee and a new account per smartphone

Amag Leasing, a Swiss lessor in the automotive market, has redesigned the business process for processing private customers’ leasing agreements from the ground up. The objective was to automatically answer as many applications as possible so that a dealer can know within minutes whether an application is approved. Using a fully digitized process, the average processing time was reduced from three days to 15 minutes. “While the customer takes some time for coffee, the software checks in real time whether the applicant has been classified as creditworthy and the leasing agreement can be signed”, explains Deutsch regarding its benefit.

Roland Führer, General Manager KSV1870 Information GmbH

Here is one more insight that the Country Manager has gained from his experience with AXON IVY: “The central role that extensive process automation plays for digital transformation is not just indicated by the large, disruptive business ideas known worldwide. They are likewise recognized in local, smaller customer projects, as they are more specific, tangible, and even more replicable for the domestic economy.”

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Information from different sources has been fed into our business database in a fully-automated fashion. And it only takes a few seconds to run a credit check on companies or private individuals.


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A mobile phone contract on the weekend and simple insurances thanks to end-to-end processes

AXON IVY, along with customers, has also made such projects a real-life standard in practice in Austria, as confirmed by Roland Führer, General Manager of KSV1870 Information GmbH: "If you want to survive in the market, you need to digitalize – the KSV1870 is a good example thereof. For a long time now, information from different sources has been fed into our business database in a fully-automated fashion. And it only takes a few seconds to run a credit check on companies or private individuals.” This allows KSV1870’s business partners to check their customer’s credit while the purchase process is underway. A purchase agreement can only be concluded if the applicant is creditworthy. The fact that customers can conclude a mobile phone contract over the weekend or purchase a TV by instalments at the electronics shop would be unthinkable without automating credit checks and the underlying processes.

Thomas Wagner, Director of Process and Project Management at ERGO Versicherungen AG Austria, has a similar view: “Customers in the digital age demand flexibility and simplified processing of insurance transactions, which is why it was important for us that our employees no longer work in different systems, which consistently brought about losses in quality and efficiency, but are rather intuitively guided through the processes.” Issues such as escalation management, deadline monitoring, and controlling time-critical tasks beyond department boundaries, along with the massive growth in data and increasingly complex (market) demands, have caused ERGO to consciously use a process engine and opt against an implementation in the ERP system or in an insurance solution. A step-by-step implementation, starting with our internal support processes, has significantly increased our efficiency,” said Wagner, satisfied.

The project managers agree on one thing: The digital future needs intelligent processes and they can not all run in ERP. This is also a fundamental reason why many software manufacturers are increasingly relying on process-automating solutions with their specialist solutions, but also with generic CRM, DMS or ERP systems; as Martin Leitner, General Manager of H&S Software AG says: “After digitalizing documents, many companies are now taking the next step and automating their work processes. For us, that was the reason for integrating the Axon.ivy BPM suite in our document management software. This allows us to give our customers the options of displaying and automating these processes in a convenient manner.”

Using highly-intuitive workflows and intelligent process control, documents are consistently managed in the company, and many manual, time-consuming activities are replaced entirely. Processes are accelerated, tasks are completed on time and monitored, and productivity is increased.

The example of the German BAUER Group, which offers the full range of specialist foundation engineering equipment, demonstrates that process digitalization is not just something for large companies. Many mid-sized companies have so far attempted to deal with the daily, demanding process and system requirements primarily through considerable investments in ERP systems. However, what often fell by the wayside was overcoming department and IT silos along with truly comprehensive and customer-oriented end-to-end processes. This is precisely what Bauer AG has realized with the help of AXON IVY’s digitalization platform. The investment paid off within half a year. Roland Weichenberger, responsible for workflow development, finds the following to be self-evident: “Both the process orchestration and the intuitive portal that guides employees through the process have led to significant increases in efficiency. Due to the heterogeneous landscape, process efficiency would not have been achieved through ERP alone.”

As customized as all these customer projects are, Oliver Deutsch sees one thing that holds true for all: “They exhibit actual, digital hand-on transformation and the real benefits that process automation brings in practice.”
“CO-CREATING THE FUTURE”

Today, you have the opportunity to drive change. Defer until tomorrow and you will have to react. Improve your processes and expand your digital business with creative and bespoke solutions using AXON IVY’s proven technology. Rely on years of experience to jump start your digital transformation journey.

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