



### At a Glance:

#### Industry

- Insurance

#### Challenge

- Communicating regulatory requirements to 800+ employees in the Republic of Ireland and in Northern Ireland whilst ensuring understanding.

#### Solution

CONFORM delivering proof and certainty that staff have received, read and understood key regulatory requirements.

- Enabling comprehensive understanding of policies and regulations (internal and external).
- Providing evidence of good Governance, Best Practice and Compliance
- Reducing risk from damage to reputation and financial loss (fines)
- Returning valuable management information to executive teams



## Allianz Ireland Staff Compliance knowledge boosted by CONFORM™

Allianz Ireland is part of the Allianz Group which was founded in 1890 and is now one of the world's leading insurance and financial service companies. The Allianz Group employs over 180,000 people in over 70 countries worldwide, each with their own in-depth experience of local markets - local expertise and global presence. In Ireland, Allianz is one of the country's largest multi-line general insurance companies providing personal and commercial insurance. The company employs over 800 people in offices throughout both the Republic of Ireland and Northern Ireland.

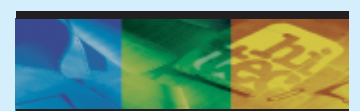
### The Challenge

Compliance with a range of regulations, including the Financial Regulator requirements in Ireland and the Financial Services Authority in the UK, is an absolute requirement for doing business within the insurance industry. Finding reliable ways to meet compliance requirements at a reasonable cost is critical to achieving success. New regulations introduced in the United Kingdom in 2005 and in Ireland in 2006/7 led Allianz to look for a software solution to help the company meet its compliance objectives.

Given the introduction of stringent new regulatory frameworks and guidelines, Allianz's Compliance Manager Willa Mawhinney, was concerned that people did not have the necessary awareness of regulatory requirements, or if they did that management was unable to confirm this. 'This important knowledge was lacking,' she explains, 'and unchecked could have posed a threat to our compliance status.' Willa responded to a marketing campaign promoting CONFORM, an application that provides automated, audited delivery of training material, and returns evidence that the information has been securely communicated, received and crucially understood. This appeared to be the solution Allianz was looking for. 'We investigated the market further but found no one else providing an application that so closely met our requirements,' Willa explains.

### The Solution

To meet regulatory requirements insurance companies must be able to provide documentary evidence that policies and procedures are in place and are adhered to.



CONFORM is not only a communications channel to employees but provides information back to Senior Management and Auditors that statutory compliance and internal operating procedures, together with best practices, are accurately communicated and understood. Essentially it ensures that employees' compliance knowledge and expertise is measured and enhanced: key requirements for Allianz Ireland.

A team comprising both Compliance and IT professionals from Allianz and Hitec Laboratories was established to develop a pilot and implement the solution with Allianz Ireland. 'Our IT platform is rather complex which can cause problems integrating new applications' explained Willa Mawhinney. The team initially faced difficulties integrating CONFORM to the company's Citrix platform, threatening the success of the implementation. Recognising that these issues were critical, senior consultants at Hitec took control of the situation. Willa applauded this decision. 'They absolutely understood the issues, took them on board and resolved them.'

Following the implementation of CONFORM Willa's team now sends out compliance material to colleagues in both the Republic of Ireland and in Northern Ireland. These can comprise of PowerPoint® presentations or Word® documents, with ten or so multiple choice questions to assess understanding of the material. The early days of the system's introduction saw some acceptance issues as Willa explains, 'There can be some cultural resistance to this level of monitoring, but compliance is a fact of life in our industry and I am pleased to say after a small number of communications we have achieved our targets. Allianz plans to include CONFORM results as a Key Performance Indicator (KPI) within staff and management performance reviews next year to further boost the focus on compliance requirements.'

The management team at Allianz benefits from knowledge of how effective the communications are, as well as determining who is reading and understanding these core materials. As Willa says, 'We started with very little understanding of whether people knew or understood policies and regulations. CONFORM gives us information we simply had no way of getting previously.' She adds, 'In terms of what it is delivering, CONFORM is excellent.'

## The Future

With CONFORM successfully implemented and delivering benefits, Allianz is looking to the future as Willa explains; 'We see great potential in the system. It is already making a difference to how we work, and we can see additional features and facilities that we would like to develop going forward.'

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