

A digital leap into the future: Sara Assicurazioni chooses RGI to Drive Operational Efficiency and Digital Transformation

Reduction in time-to-market, greater autonomy in product configuration and improved User Experience

In 2019, Sara Assicurazioni launched a comprehensive digital transformation journey aimed at: **modernise its IT infrastructure, improve process efficiency, and enhance service accessibility for customers and partners.**

To realize its strategic goals, Sara Assicurazioni chose **RGI Product Designer**, a cloud-based platform that enables seamless partner integration and supports a distribution model as-a-service.

A scalable solution to strengthen the agency network and improve User Experience.

The project delivered tangible results across day-to-day operations and represented a foundational step in a broader vision where technology is a sustainable enabler of the relationship between people and business.

Strategic objectives

- > **Rapid modernisation of the IT infrastructure** to optimise processes, accelerate product delivery and increase operational flexibility.
- > **Overcome dependence on external IT development** for new configurations, empowering internal autonomy



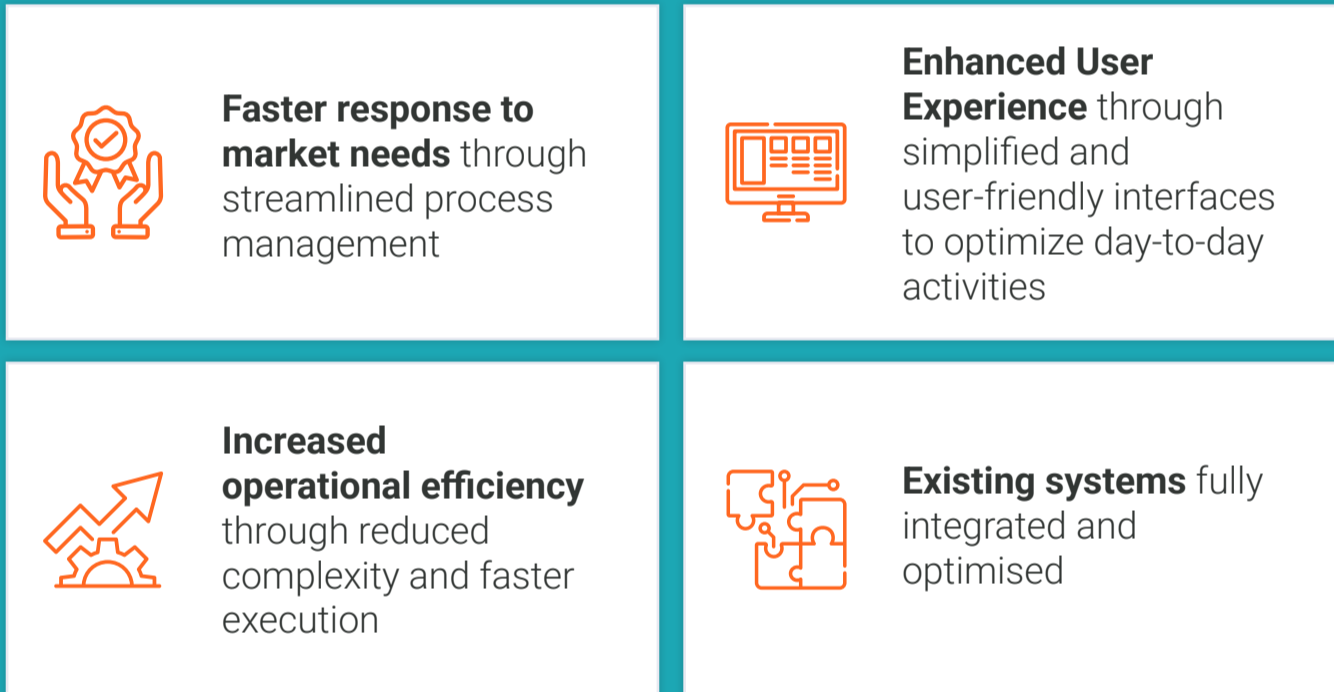
Why RGI?

The decision stemmed from a desire to evolve with continuity. Following a successful previous collaboration, Sara Assicurazioni saw in RGI the opportunity to adopt more advanced, innovative technologies. This shared commitment to innovation brought the two companies together once again.

Cloud-based integration has **simplified product configuration**, removed technical barriers and increased end-user autonomy.

The result is a more agile, intuitive experience delivering **faster release** cycles while preserving system continuity.

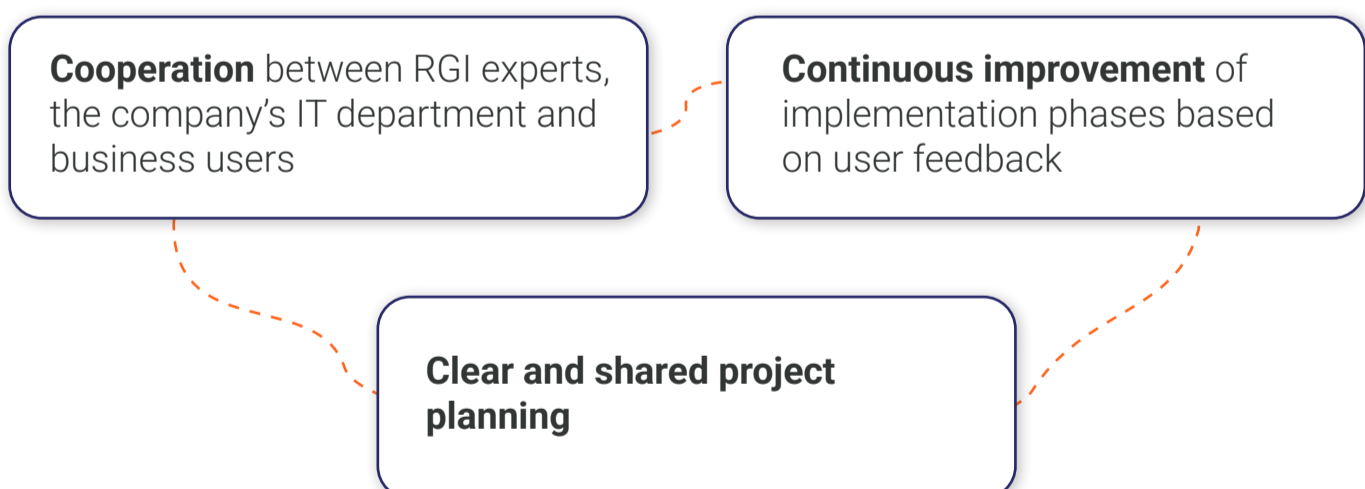
Solution Benefits



Project key points

The project's success was driven by a **structured, collaborative approach and effective implementation management.**

Key enablers included:



Results

The implementation of RGI's solution **transformed Sara Assicurazioni's operating model.**

Internal teams now work with greater autonomy, streamlined workflows and faster time to market responsiveness.

The Cloud approach has provided scalability and stability, laying the **groundwork for sustainable business growth.**

reduction in time to market

Automatic one-step migration of the product catalogue

Full autonomy in product configuration management

0 disruption to existing system integrations

RGI www.rgigroup.com

RGI is a leading software provider driving the digital transformation of the EMEA insurance industry. Its comprehensive and modular offering covers core insurance processes including policy management, customer engagement, claims management, sales network management, and distribution across Life and Non-Life sectors. With a team of 1300 IT and insurance professionals and 13 offices across 6 countries, RGI supports over 130 insurers and 160 brokers throughout a wide range of geographies.

SARA www.sara.it

Sara Assicurazioni was established in 1946 as the first European joint venture between a consumer association (ACI) and an insurance provider, with a mission to provide motorists through comprehensive insurance solutions. Today, it stands as the official insurer of the Italian Automobile Club and a key reference for Italian families, offering tailored solutions for personal, property, and lifestyle protection. Its distribution network includes over 500 agencies and approximately 1500 retail points. The group also comprises Sara Vita, focused on savings, retirement and protection, and Sara Services, its dedicated service company.