

RGI and Sara Assicurazioni

A digital leap into the future

Sara Assicurazioni chooses RGI to Drive Operational Efficiency and Digital Transformation

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 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.

Challenge

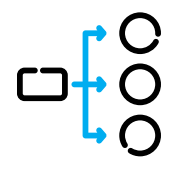
To address the client's strategic challenges, the company initiated a project aimed at rapidly modernizing the IT infrastructure, with the goal of optimizing business processes, accelerating product releases, and increasing operational flexibility.

Another key objective was to overcome the reliance on external IT developments for every new configuration, making the business autonomous and reducing the time and costs associated with managing new needs.

The clear and shared planning of the project phases ensured a common vision and the coordinated and transparent achievement of goals.

The success of this initiative was made possible thanks to a structured collaboration between the RGI team, the company's IT department, and the business users, who worked together in a synergistic way with effective management of the implementation phases, allowing the objectives to be met in a timely manner with tangible results. A fundamental aspect was the continuous improvement of the project phases, driven by constant feedback from end-users, which allowed for refinement and optimization of the process.

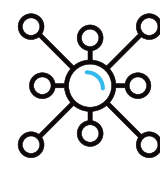
Sara Assicurazioni's needs



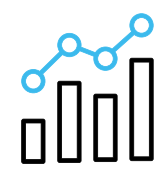
Enable parallel workstreams across multiple business lines (Motor and Non-Motor)



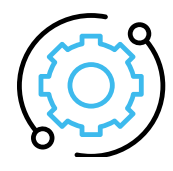
Enhance User Experience with an intuitive and efficient interface



Perform selective production releases for greater flexibility



Reduce time to market



Optimise management processes

Why RGI

The decision stemmed from a desire to evolve with continuity. Following a successful previous collaboration, Sara 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



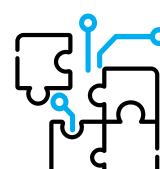
Faster response to market needs through streamlined process management



Enhanced User Experience through simplified and user-friendly interfaces to optimize day-to-day activities



Increased operational efficiency through reduced complexity and faster execution



Existing systems fully integrated and optimised

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

RGI is the leading software provider for the digital transformation of the EMEA insurance industry.

Its comprehensive and modular offering enables the management of key insurance processes, including policy administration, customer engagement, claims management, sales network management and distribution in Life and Non-Life markets.

It has a team of 1,300 professionals specialised in IT and insurance business, boasting a state-of-the-art customer experience.

RGI has 13 offices, 6 countries, more than 150 insurance brokers, 200 clients in different geographic areas.

rgigroup.com

Sara Assicurazioni

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.

sara.it