



The bridge to possible

# How a Zero Trust and Extended Detection and Response Strategy Drive Continued Success for Italy's Leading Insurance

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@luivax



Insurance business is based on trust.



# Agenda

- How to survive in a digital transformation program
- Sara Assicurazioni Zero Trust strategy
- Take aways

# About Sara Assicurazioni



*We are an insurer with a B2B2X operating model, with about 600 captive sales agents and a secondary network of about 2.500 independent agents, about 5.000 users using our business platforms*

# How to survive in a digital transformation program

# ICT pain points as of June 2017



- Availability
- Performance
- Third party service integration
- Cost
- Cyber Security

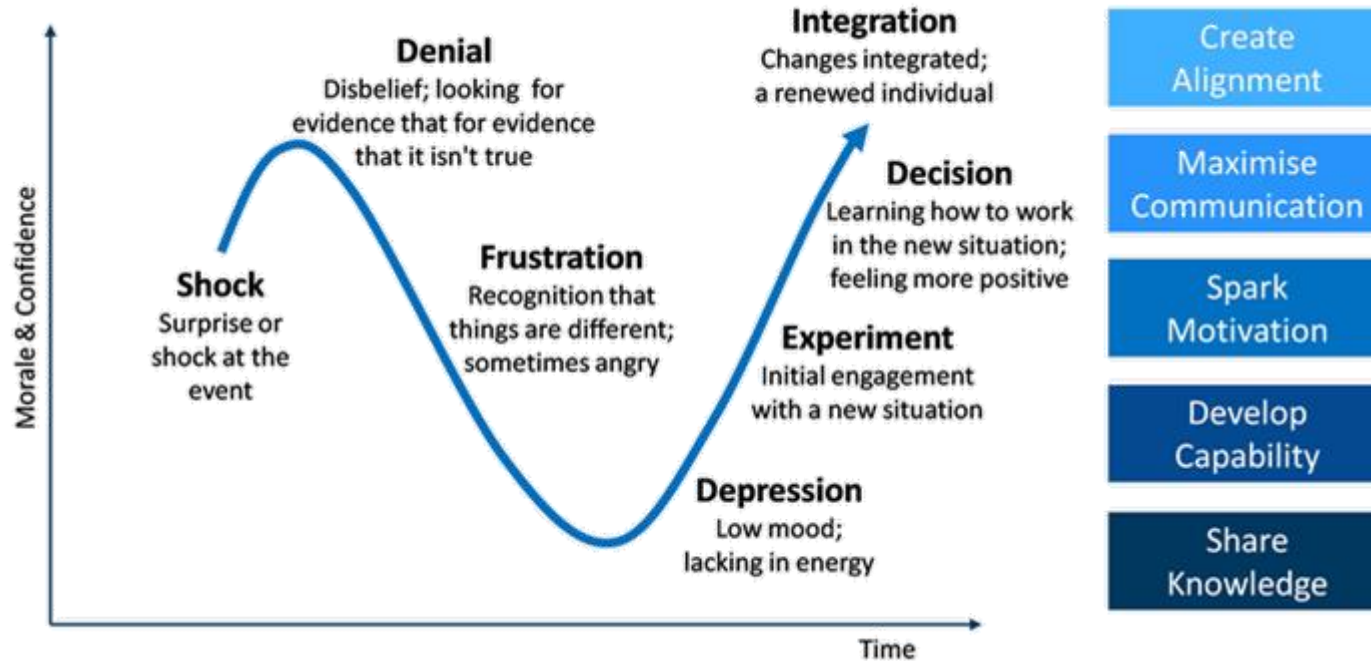
**CORE**

## **BUSINESS**

- Time to Market
- Mobile applications
- Time lag for data (batch processes)
- Scalability
- CRM
- Marketing tools



# A digital transformation program IS NOT an IT program!



# Stakeholders: Onboard Strategy

25%

Technology

25%

Software

50%

Change  
Management

CISCO *Live!*

## Small scale projects using cloud services

- RPA, cloud DR, chatbot, ML,...

## Collaboration platform (serial-2-parallel)

- Google Drive, Meet, document sharing

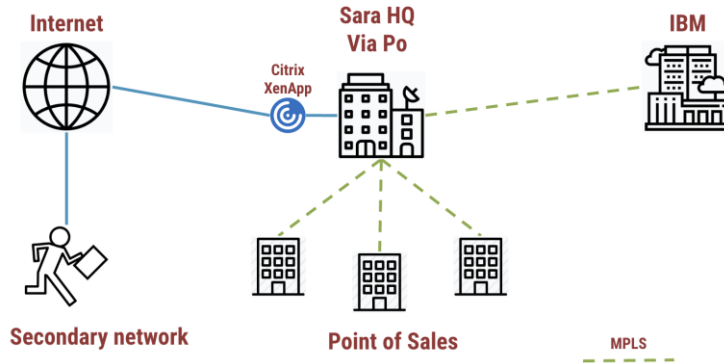
## Change management

- Contamination with start-up
- Hackathon
- Tablets for all employees
- Social network
- Wi-Fi
- Traditional training
- **Design sessions of the new applications together with a representative of the sales agents**

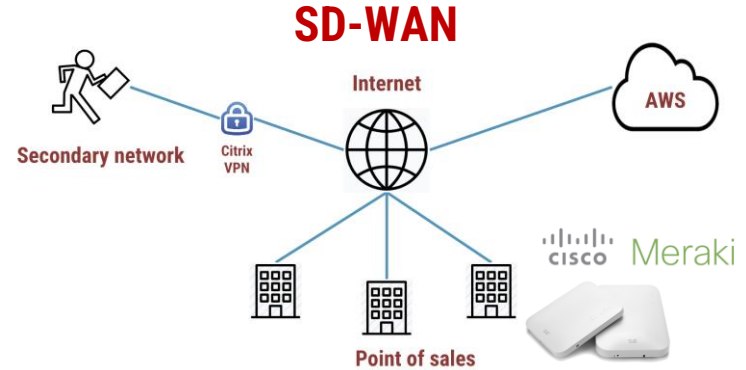


# From MPLS to SD-WAN

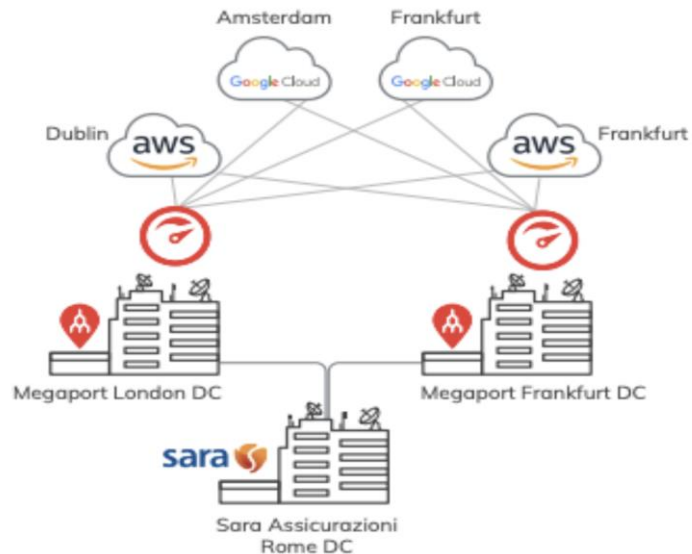
## AS-IS Model



## TO-BE Model



# Network architecture as of 2018



# Software modernization – First year crash program

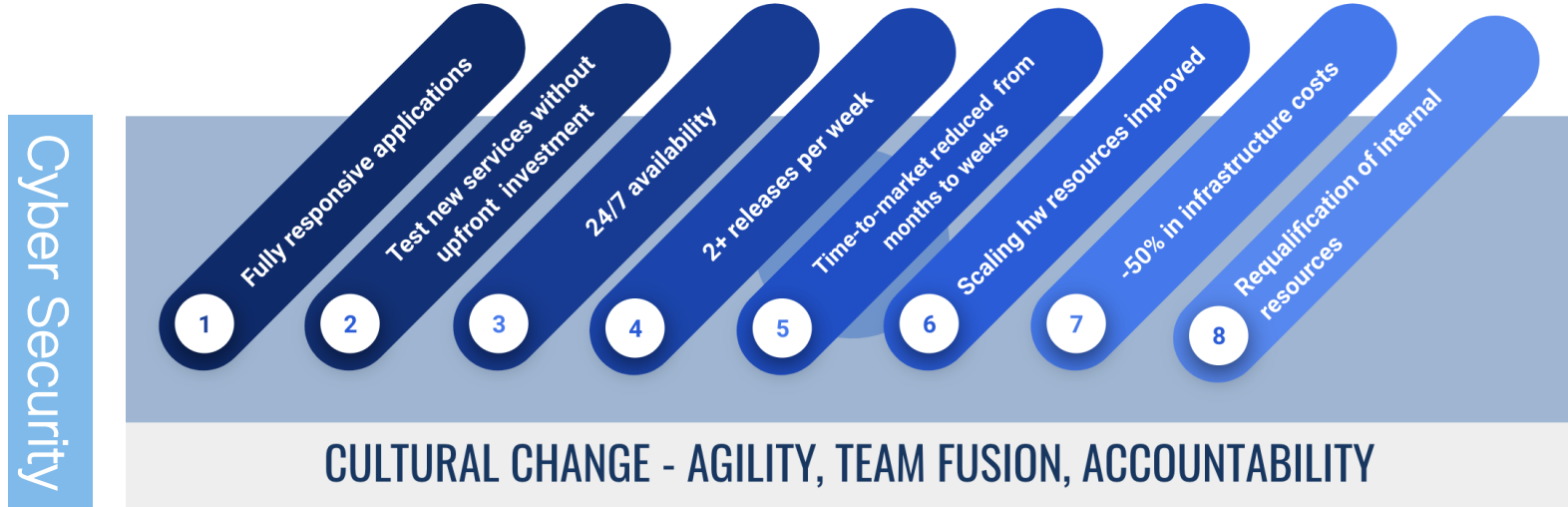


- Migration to **AWS/Google cloud** of all business applications
- Any where, any time, any device access to **all business applications**
- Software architecture based on business service and **APIs**
- Native mobile app for **policyholders**
- Adoption of a **digital signature** service for police holders and internal documents

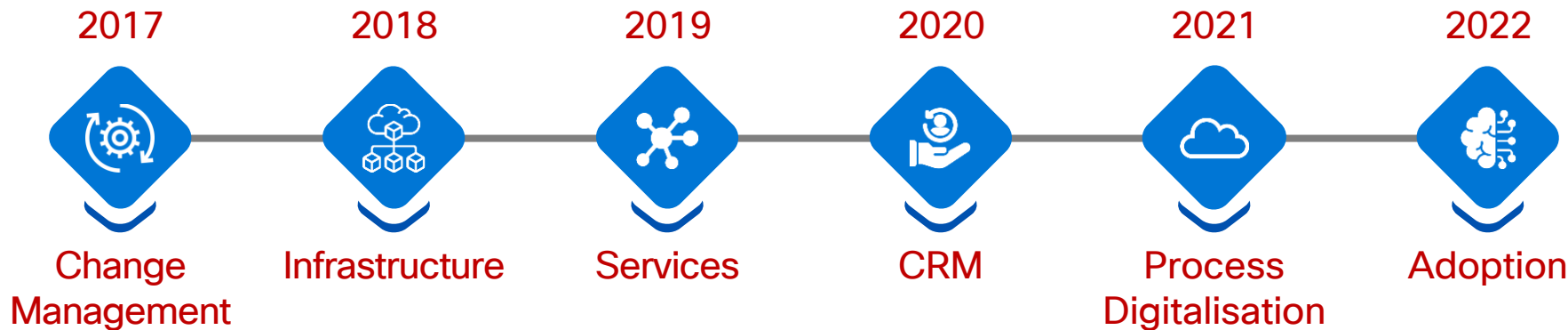


- Migration from IBM DB2 to **Oracle** (AWS Paas / RDS)
- Development of **new business app** for P&C products based on Angular and low code Tibco BW
- Migration of the L&S from Mainframe to a new **cloud ready application**
- Refactoring of about **100** business applications
- Migration of about **6.000 batch processes** from DB2 to Oracle

# Benefits achieved



# Our digital transformation journey



- Design Thinking
  - Hackathon
  - Startup
  - Google Suite
- Public Cloud: Sara is first traditional insurance company in Italy to rely solely on public cloud services (AWS e GCP)
- New Application for policy holders: chatbot, alexa, mobile app, Pay How you Drive
- Omnichannel distribution model, FEA, mobile payments
- Core processes, Lead management, Customer service, Digital claims
- Nudging the sales network in the right direction

# Business services and applications



- Digital service transactions using our **mobile app**
- Claims: AI assisted **full digital experience** (payout time reduced from months to hours)
- Recommendations (NBP/NBC) **based on AI**
- **Omni channel** business model (phygital)
- Pay How You Drive – **Behavioral driving** policy
- Fast **Payout** for claims (digital instant bank transfer)
- Digital payments, **pay by link**
- Digital **signature**
- Digital **onboarding**



# Sara Assicurazioni Zero Trust strategy

# A multi-dimensional problem



## Roles

- Employees
- Administrators
- Developers
- Captive Sales agents
- Independent sales agents
- Business partners
- Staff augmentation
- Auditors



## Where

- Office
- Managed point of Sales (Meraki)
- Unmanaged point of Sales
- Remote workers



## Data Location

- CSP IaaS/PaaS
- SaaS
- SOC
- Devices



## Customers

- Police holders
- Leads
- L&S other roles
- Claims participants
- Marketing List

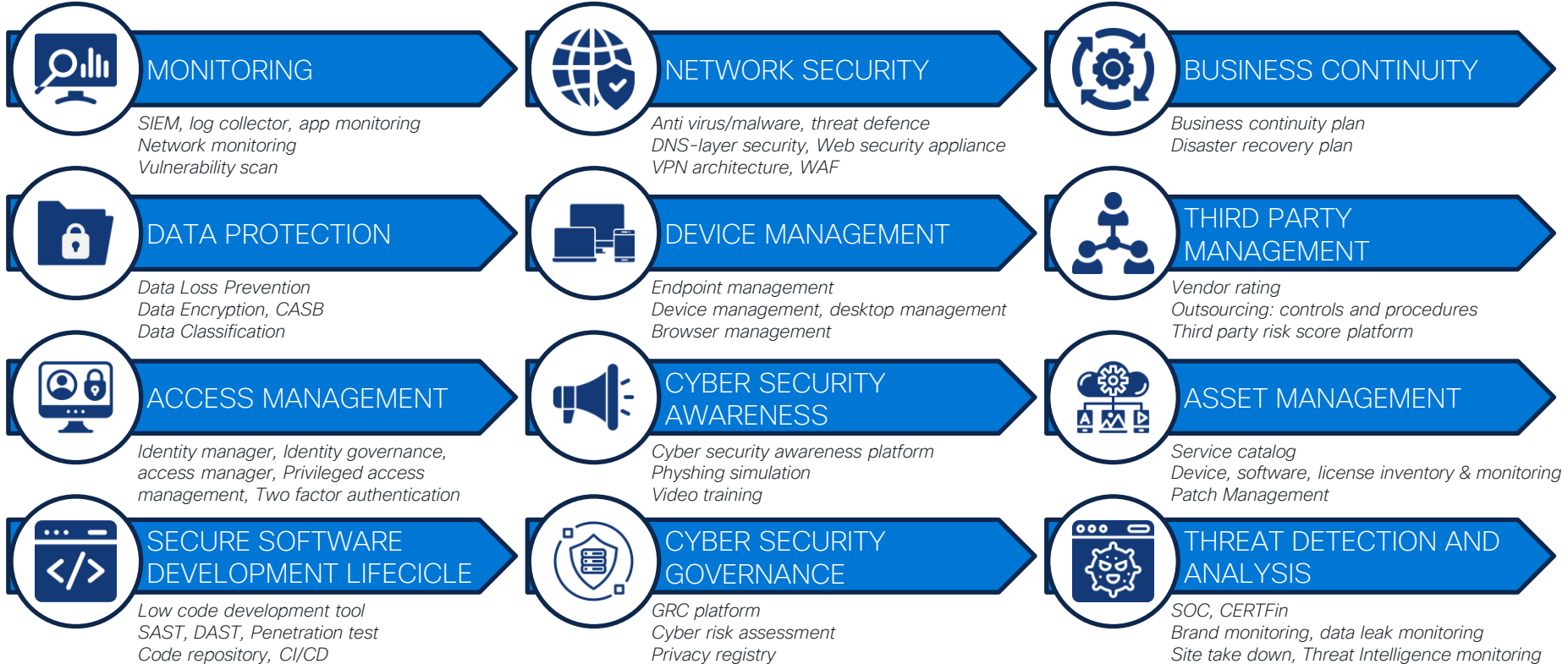


## Third Party Software

- Server/Device sw agents
- Ext libraries
- Ext applications
- Payment GW
- Payout systems (i.e. insurance assessors)

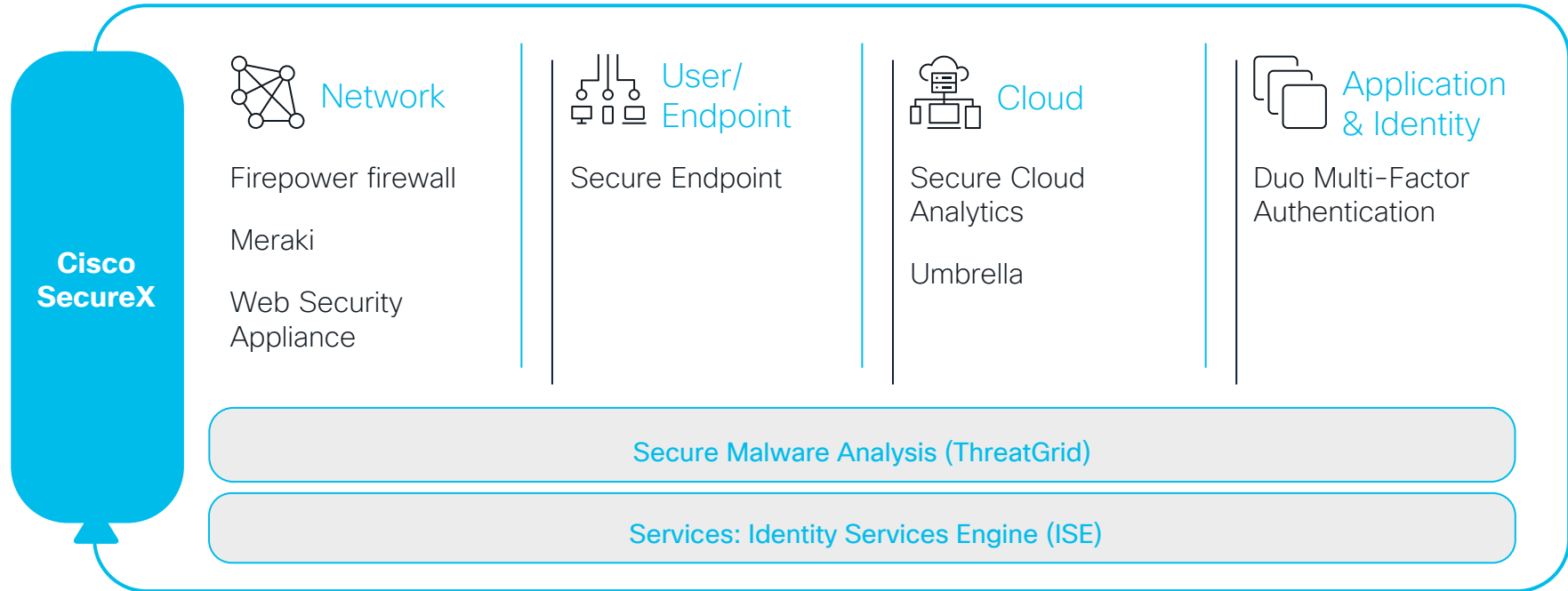


# Zero Trust – Cyber Security Program 2019 – 2022



# An holistic approach to cybersecurity

- Sara Assicurazioni's integrated Cisco Secure environment



# A strategic approach to cyber security

Check board commitment



Cyber Risk Assessment

Define the desired business outcomes

Implement your cyber risk prevention, mitigation and recovery strategy

Test your maturity level using reference models (NIST)

# Take aways

- There is no such thing as “perfect” security
- Balance cybersecurity risks and investments against business outcomes
- Stop investing in security tools and start investing in outcomes
- Don’t underestimate regulatory demands
- An incident is always possible: are you confident about your recovery strategy? Do you have a tested crisis procedure? Is your top management ready to onboard a crisis situation?
- Cyber security is a global threat: do you have a partnership with a global cyber security leader?
- Use your third parties also to test other third parties: i.e. have you tested your external SOC service with an ethical hacker team



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# Thank you



I am Luigi Vassallo.

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