

# Digital Communication WT 2017/2018

## Case Studies

### General description of the tasks to be performed by each project team

Each of the case studies outlined below describes a B2B collaboration scenario, where a company outsources a part of its own business processes and has it performed by its collaboration partner(s). The goal of the case study work will be to develop

- B2B Business Process Models of the collaboration scenarios,
- Workflow Models of the collaboration scenarios, and
- B2B Workflow implementations

The case studies will be elaborated each by two groups. Every group represents a company co-operating with the other one. You will have to deliver a documentation of your case – process models, workflow models, and a particular workflow implementation. The deliverables will be presented by the collaborating teams at the dates specified in our course timetable.

# Collaboration Scenario 3a

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## **BVIS** Mobility Solutions Ltd., and **Capitol** for People Inc.

The **BVIS** Mobility Solutions Ltd. operates all over Europe and offers customized and innovative solutions for the management of car pools. The range of products encompasses amongst others short-term as well as long-term rental services and also the whole management and operations of the car pool of its clients. With this portfolio, not only private customers shall be addressed but mainly business clients.

The international **Capitol** – for People Inc. (fort following “**Capitol**”) originally operated only in the industry of personal insurance. Especially the branches of asset and compensation insurance are prospering and growing parts of the enterprise. In order to penetrate the market in this sector even more, the **Capitol** Inc. is about to aim for tight cooperation with enterprises from the automotive sector, e.g. OEMs, car maintenance companies or mobility service providers.

Over the course of the realignment of insurance services, the **BVIS** Ltd. is now about to define and develop a new cooperative relationship with **Capitol Inc.** During the design of the future partnership, a focus is put on the efficiency and cohesion of processes.

### Process Information

As the **BVIS** Ltd. is active all over Europe, it is characterized by its broad and individually customizable scope of services in the industry of car pool and truck fleet management. To ensure an efficient and flexible alignment of processes, special tasks of its operations are conducted with selected partners in tight cooperation. Within the scope of realigning all insurance-related services, **Capitol** Inc. manages all short-term and long-term rental services and the whole management and operations for the **BVIS** Ltd. if they are related to the adjustment of claims or insurances.

To allow for an individually designed rental agreement, **BVIS** Ltd. provides a number of fundamental products that can be extended by additional services according to the demands of the customer. Especially in the segment of fleet management for business customers' agreements may exhibit a high degree of individualism. The specification of the rental agreement is done according to the customer data as well as customer requirements collected in the forefront. It serves as a basis for the contract and thus for the future billing.

During the specification of the rental agreement, **BVIS** Ltd. transmits information about the negotiated conditions to the **Capitol** Inc. This allows **Capitol** to add necessary and/or additionally needed insurance benefits to the contract. To this end, the transmitted information is checked and further processed before the insurance is contracted.

From a customer's perspective, liability cases occurring within the duration of the rental agreement are handled by **BVIS** only. For this purpose, **BVIS** records a notification of claim and processes it for case handling and billing. During this process, all information required to settle the claim is transmitted to **Capitol**.

To intensify the cooperation between **BVIS** and **Capitol** in the future, additional interactions between these two companies are imaginable or are currently negotiated. The current cooperation is governed by a common cooperation agreement containing requirements of each of the partners.