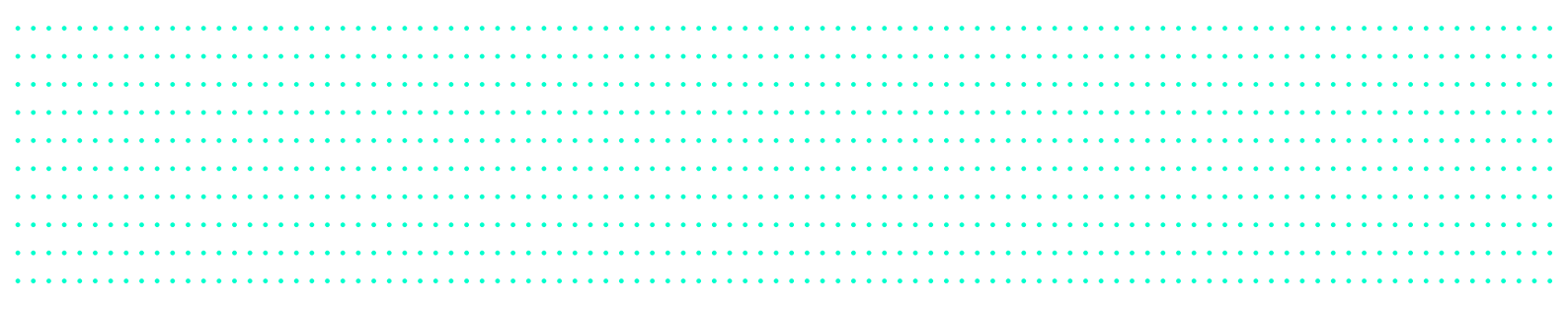# Auto & General SEA

Case Study

auto & general

Company Profile

Name:
Auto & General SEA

Industry:
FSI

Location:
Southeast Asia / Singapore

Partner:
Microsoft

Auto & General SEA Achieves Scalability, Operational Cost Optimisation and Improved Performance with Production Ready Cloud from Logicalis

About Auto & General SEA

Auto & General Southeast Asia (SEA) was launched in the second half of 2016. In less than two years, the company has launched two new businesses in the region: Budget Direct Insurance in Singapore – a digital insurance company for car insurance, motorcycle insurance, and travel insurance; and EasyCompare in Thailand – a leading car insurance price comparison website and non-life insurance broker serving motorists and also the larger community in Thailand. In Southeast Asia, the company is a growing digital start-up looking to make a real impact in the insurance sector.

Auto & General SEA is part of an international group that provides insurance solutions for millions of policyholders worldwide. The international group is among the biggest direct personal lines insurers in South Africa, as well as one of the largest personal lines insurance intermediaries in the United Kingdom. The group is headquartered in the British Isles, generates more than US$2 billion in annual revenues, and operates from offices across four continents. They aim to make it easier for people to purchase quality cover at lower prices by adopting an innovative, agile and technology-led approach to changing how consumers buy their general insurance. Working within a highly regulated environment, Auto & General SEA uses new technologies to improve customer experience and simplify business processes, in order to pass on further savings to their customers.

Challenge: Migrating from a Traditional Private Cloud Data Centre to Public Cloud

For Auto & General SEA, the traditional, on-premise, way of managing their services by the incumbent vendor was not efficiently scalable. The response time to cater to changes and issues faced was slow, and the result was that they were finding it very challenging to meet their delivery timelines. Additionally, the existing solution lacked reliable and experienced resources with unsatisfactory customer support.

> *"Our existing solution was traditional and this was proving to be a constraint in our efforts to scale up. The existing physical hardware and virtualisation environments were not flexible enough to scale-up or scale-down in a short period of time. We needed a solution that could provide us additional resources so as to meet critical delivery timelines."*
>
> **Mr. Koji Yung**
> Infrastructure and Security Manager,
> Auto & General SEA

To overcome these issues, Auto & General SEA embarked on a cloud transformation journey within the company and was looking to facilitate digital acceleration through cloud platforms. Auto & General SEA wanted faster turnaround time, optimisation of services and enhanced cost savings as they migrated to a public cloud platform.

![image](header with LOGICALIS logo and data center photo)

Requirements and Specifications

As part of its digital transformation endeavours, Auto & General SEA was keen to migrate the current hosted data centre in their private cloud provider to the Microsoft Azure cloud hosting platform. They were looking for a solution that would provide them the following:

- Improved capabilities and speed while deploying new technologies, to cater to evolving business requirements

- Better turnaround time than a private cloud, in terms of response time to implement changes

- Increased innovation through a more proactive partnership, so as to implement new technologies

- Enhanced support from the managed services partner while drawing up strategies to optimise operational efficiency and cost

Solution: Flexibility, Agility and Portability with Production Ready Cloud from Logicalis

Mr. Koji Yung and the IT team at Auto & General SEA, evaluated all the hyperscalers in public cloud hosting so as to handpick the best-suited partner to modernise their cloud infrastructure, application workloads, security and network elements.

Auto & General SEA zeroed in on Microsoft Azure as they demonstrated a thorough understanding of hyperscaler platforms for their transition to the cloud. As an experienced Azure cloud partner, Logicalis came highly recommended for their expertise in network security application and infrastructure. They also presented a holistic picture of cloud adoption and migration. Logicalis is a Microsoft Azure EMSP (Expert Managed Services Partner), which is a top-tier partnership with Microsoft.

As an end-to-end digital transformation enabler, Logicalis leveraged its multi-disciplinary expertise across cloud, networking and security to provide a consultative approach towards designing and implementing a holistic and comprehensive cloud adoption roadmap that highlighted the benefits of the Microsoft Azure platform. Onboarding and deployment was also seamless.

> *"Auto & General SEA wanted to build a resilient and secure cloud platform, complying fully to the applicable local MAS, PCI-DSS and PDPA requirements, while also meeting internal policies. The solution presented by Logicalis was robust and ensured flexibility, agility and greater portability. While current workloads were transitioned to the cloud with ease, they deployed reusable frameworks, that can be used in future as well"*
>
> **Mr. Koji Yung**
> Infrastructure and Security Manager,
> Auto & General SEA

The Logicalis Global Service Operations (GSO) team provided Azure managed services by onboarding Auto & General SEA on its state-of-the-art Digital Services Platform (DSP) to ensure guaranteed performance, secure operations, cost optimisation and continuous evolution. This ensured 24/7 managed support as per industry recommended standards.

Outcomes:

- Faster response time with queries being addressed to meet critical delivery timelines
- Increased scalability workloads were transitioned to the Azure platform seamlessly, with the scope for more workloads to be shifted in future
- Operational cost optimisation with workloads performing optimally
- Improved performance with 24/7 managed support, through a knowledgeable team that provided data driven insights to guide Auto & General SEA on their cloud migration initiative
- Secure operating environment

Conclusion

Mr. Koji Yung concludes by speaking about the experts within the Logicalis team. "What stood out for us is the immense knowledge that the Logicalis team had about the Azure cloud platform. The local project team has led from the front and hand-held us every step of the way, meeting all SLAs on time." Auto & General SEA was especially impressed with the support from the senior management at Logicalis as the project progressed.

"At Auto & General SEA, we do not look at this collaboration as a one-time engagement. We look forward to continuous engagement, continued optimisation and consistent innovation."

Mr. Koji Yung
Infrastructure and Security Manager,
Auto & General SEA

About Logicalis

We are Architects of Change™. We help organisations succeed in a digital-first world.

At Logicalis, we harness our collective technology expertise to help our clients build a blueprint for success, so they can deliver sustainable outcomes that matter.

Our lifecycle services across cloud, connectivity, collaboration and security are designed to help optimise operations, reduce risk and empower employees.

As a global technology service provider, we deliver next-generation digital managed services, to provide our clients with real-time visibility and actionable insights across the performance of their digital ecosystem including; availability, user experience, security, economic performance and sustainability.

Our 7000+ 'Architects of Change' are based in 27 countries around the globe, helping our 10,000+ clients across a range of industry sectors, create sustainable outcomes through technology.

Logicalis has annualised revenues of $1.7 billion, from operations in Europe, North America, Latin America, Asia Pacific, and Africa. It is a division of Datatec Limited, listed on the Johannesburg Stock Exchange, with revenues of over $4.6 billion.

What can we do for your organisation? Visit: https://www.ap.logicalis.com/

Logicalis Singapore Pte Ltd
80 Pasir Panjang Rd, Building 80,
#17-84 Mapletree Business City II,
Singapore 117372

Tel: +65 6327 3368
Email: info@ap.logicalis.com

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