

PRESS RELEASE

By Elips and Travi@ta

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Belgium and Luxembourg

Travi@ta and Elips join forces for delivering modular, user friendly and powerful CRM in the Insurance sector in Belgium and Luxembourg

At the occasion of their “CRM in Insurance” events, Travi@ta and Elips have announced their strategic partnership.

Sales, Marketing and Service activities of the Insurance companies for the intermediaries (agents/brokers) and ultimately for the customers require constant improvement in efficiency, user friendliness, quality of information and timing.

Travi@ta and Elips have joined forces to deliver state-of-the-art CRM solutions for Sales, Marketing and Service departments of Insurance companies and improve the quality and profitability of front-office activities in a multi-channel distribution environment. The solution called DRM (Distribution Relationship Management) relies on Microsoft Dynamics CRM software.

A conference which gathered 30 Insurance companies (55 persons) was organized end March 2009 where our customers AXA, Allianz and Mercator presented their CRM experiences. Sales and Marketing topics in the Insurance distribution were debated during the event.

Max Fatouretchi, Microsoft Dynamics CRM Industry Leader, spoke also during the seminar and reinforced the strategic importance of CRM software for Microsoft, the commercial success (900.000 users world-wide) and the enterprise’s long term commitment.

Regular events addressing those topics (buy-in of sales in using such tools, marketing campaigns, ...) will be organized gathering a community of Insurance Sales, Marketing, Service and IT executives.

Wim Geukens, Managing Director at Travi@ta and Thierry Gravet, CEO at Elips, said *“thanks to Travi@ta’s expertise gained during more than 100 Microsoft CRM implementations and Elips extended Insurance business knowledge, we provide together a complete Distribution Relationship Management offer (DRM). We propose a step-by-step and pragmatic approach which allows Insurance companies to implement quick, simple and inexpensive solutions for their Sales, Marketing and Service teams. The momentum of CRM in Insurance is there and together we have the right skills to deliver on promises.*



About the partners and the Microsoft Dynamics CRM solution

Travi@ta is the preeminent partner for Microsoft Dynamics CRM in Belgium. Their exclusive devotion to MS CRM, together with a strong business experience in CRM, gave Travi@ta the opportunity to successfully implement MS CRM at more than 100 Belgian companies in a variety of markets, of which AIG, Allianz, AXA, Mercator & Fortis Corporate Insurance.

The achievements of Travi@ta were recognized and rewarded by Microsoft with several awards, such as the Microsoft Dynamics Inner Circle 2008 and the Microsoft Dynamics President Club 2007 & 2008. More info on www.traviata.be

Elips offers solutions for the Insurance and Pensions Industry. By focusing on this sector since 1996 and by recruiting mainly Insurance specialists, Elips has gained strong business expertise to support its customers in a very pragmatic and efficient way.

Elips proposes: Process Optimization, Life Office (back-office administration), Distribution Relationship Management solutions (DRM for Sales, Marketing and Service support activities) and Testing solutions with references in Belgium and Luxembourg such as: **Allianz, Delta Lloyd, Fortis, Le Foyer, Nationale Suisse, Swiss Life, ...**

More info on www.elipsgroup.com

As a product group, **Microsoft Dynamics CRM** has over 25 years of experience, a growing partner ecosystem of over 10,000 partners, more than 900,000 customers worldwide and a clear strong growth. Microsoft Dynamics represents a significant investment with one of the company's Top 5 R&D budgets. Microsoft Dynamics CRM is a full customer relationship management (CRM) suite with sales, marketing and service capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable customer relationships.

More info on www.microsoft.be/crm

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