



## Empowering Mobile Workers

Helvetia Switzerland accelerates time to revenue and reduces future development costs with Cisco WAAS Mobile solution.

### EXECUTIVE SUMMARY

**Customer Name:** Helvetia Group

**Industry:** Financial Services

**Location:** Switzerland

**Company size:** 4600 employees

#### Challenge

- Better enable mobile brokers and agents to sell in areas with poor mobile coverage and low-quality network connections

#### Solution

- Cisco Wide Area Application Services (WAAS) Mobile

#### Results

- Data compression increased up to 60 percent
- Improved sales productivity helps accelerate time to revenue
- 25 percent saving on future IT project development costs

### Challenge

Helvetia Switzerland is the largest business in the Helvetia Group with 2200 employees, 750,000 customers, and over half of total premiums. It is also one of the five largest insurance companies in the country, ranking fifth in the life and eighth in the non-life segments. Helvetia has a nationwide sales force (comprising 29 general agencies, 18 main agencies, 650 advisors, and 190 internal sales staff). A strong focus on customers living in rural locations meant that Helvetia found it increasingly difficult to guarantee mobile coverage. With Switzerland being one of the most mountainous countries in Europe (more than 70 percent of its area is covered by the Alps), poor network reception was a frequent problem.

“In many cases it was simply not possible to work remotely,” says Peter Abt, head of network and security operations for Helvetia Switzerland. “As a result, the sales person had to do a lot of preliminary work in the office, visit the customer’s home or workplace, and then return back to the office to get online, and close the deal. Invariably, some opportunities would be lost because the sales person was unable to sign the customer up there and then.”

### Solution

In search of a more efficient and greener business process, Helvetia Switzerland decided to talk to Cisco, the provider of its core network and unified communications technology. Compared to corporate WAN and branch-office optimization, it quickly became clear that acceleration of mobile VPN connections over the public Internet also brought with it a different set of technical considerations.

Cisco arranged a trial of its [Wide Area Application Services \(WAAS\) Mobile](#) solution with a selection of Helvetia brokers and agents.

Unlike the vast majority of WAN optimisation solutions that require installation of proprietary hardware at each end of the network link, Cisco® WAAS Mobile consists of only two components: a server running on a Windows Server on the LAN, and a client manager running on each user’s PC or laptop.

The solution increases the speed of Helvetia application connections by 50 percent through the use of various technologies that intercept and optimize IP traffic. Caches, deployed on both the client and the server, store WAN traffic and use algorithms to remove all repetition. This helps to ensure that any traffic that has already passed over the WAN will not be sent again. Instead of using a single algorithm for all file types, Cisco WAAS Mobile uses file-format-specific compression, which delivers much faster access to essential documents and business tools, such as email (Microsoft Exchange or IBM Lotus Notes), intranets, and enterprise systems and applications.

Cisco WAAS Mobile server software is easy to deploy. No changes are required to the application or file servers, or network resources such as routers, switches, and WAN accelerators. In the event of a server failure, the only effect is loss of optimization, not loss of connectivity.

Abt describes the solution's simplicity: "You load the Cisco WAAS Mobile server component first, which only takes a few minutes. You can create client distribution packages where you select the features you want certain users to have and send them a URL link, where they can download and install the package. You can also pick and choose the applications you want to include simply by adding them to a list on the WAAS server."

The solution also includes a range of additional features as standard, such as enabling HTTPS<sup>1</sup> acceleration, deactivating encryption if required, and maintaining persistent connections. The latter is a unique feature where the client maintains the connection for mobile workers who may be roaming between 3G cells. The client also disables acceleration if it detects a high-speed link, such as when a mobile worker comes into the main office. Cisco WAAS Mobile also provides reporting and statistical information, along with graphs showing traffic throughput for the various protocols.

**"In the past, it was expensive to launch a new business tool because it would have to be in both online and offline formats. Implementing an online-ready-only tool increases connectivity costs by around 25 percent, but development costs are lower by around 50 percent, delivering a 25 percent reduction overall. Thanks to Cisco WAAS Mobile these savings are now firmly within reach."**

**—Peter Abt, Head of Network and Security Operations, Helvetia Switzerland**

## Results

Helvetia Switzerland was so impressed with the pilot, and the way that Cisco WAAS Mobile improved WAN connectivity and application performance, that the company has deployed the solution to all 700 brokers and agents.

Early results confirm a 60 percent increase in data compression, which is expected to lead to improvements in sales productivity and customer acquisition and retention ratios. The solution has also helped the company to significantly reduce revenue leakage from missed sales opportunities. It is now easier for brokers and agents to complete the sales process end-to-end in the comfort of the customer's home or workplace.

And the benefits do not end there. "In the past, it was expensive to launch a new business tool because it would have to be in both online and offline formats," says Abt. "Implementing an online-ready-only tool increases connectivity costs by 25 percent, but development costs are lower by around 50 percent, delivering a 25 percent reduction overall. Thanks to Cisco WAAS Mobile, these savings are now firmly within reach."

---

<sup>1</sup>. Hypertext Transfer Protocol Secure (HTTPS) is a combination of the Hypertext Transfer Protocol (HTTP) and a cryptographic protocol. HTTPS connections are often used for payment transactions on the Internet and for sensitive transactions in corporate information systems.

**“Cisco WAAS Mobile has unlocked hidden value by helping our brokers and agents to close more deals, more quickly. They can now run multiple applications on their laptops without interrupting the flow of the sales conversation or creating a bad experience with our customers.”**

**–Peter Abt, Head of Network and Security Operations, Helvetia Switzerland**

Cisco WAAS Mobile is also expected to make a positive environmental impact. In addition to providing time and cost savings, eliminating the need for sales people to travel back to the office will help to reduce carbon footprint. The solution also requires a 40 percent smaller footprint and fewer computing resources than competing solutions that are ported from branch-office WAN optimization devices and require significant CPU, memory, and disk resources. In addition, the solution helps to conserve valuable capital budget, with all software costs coming from operational budgets.

Helvetia Switzerland is already looking to replicate the solution's success in other country markets where it has a presence. A trial is planned in Austria, a mountainous country similar to Switzerland, where about 650 employees provide services to more than 270,000 customers and around 2000 active brokers.

“Cisco WAAS Mobile has unlocked hidden value by helping our brokers and agents to close more deals, more quickly,” says Peter Abt. “They can now run multiple applications on their laptops without interrupting the flow of the sales conversation or creating a bad experience with our customers.”

## **PRODUCT LIST**

### **Application Networking Services**

- Cisco Wide Area Application Services (WAAS) Mobile



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, CCSI, Cisco Eos, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Lumin, Cisco Nexus, Cisco Nurse Connect, Cisco Pulse, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco.Financed (Stylized), Cisco Store, and Flip Gift Card are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Fast Step, Follow Me Browsing, FormShare, GainMaker, GigaDrive, HomeLink, iLynX, Internet Quotient, IOS, iPhone, iQuick Study, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0908R)