

# Case Study

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The mutual company for healthcare professionals



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# A.M.A. Present and Future

Currently, A.M.A is the sixth largest Spanish mutual insurance company with respect to premiums. It has nearly 500,000 members, 500,000 outstanding policies, 80 offices for member service spread all over Spain, and more than 500 employees. The Company also operates in Portugal where it has 4 offices.

The future of the Company includes consolidating its position as the standard for healthcare professionals within the insurance sector. One of the definitive factors in this process is the integration of technological advances enabling reduction in response times and improving the entire organization's productivity.



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# The Mutual Insurance Business

A.M.A.'s business operates in one of the most competitive sectors when it comes to product and pricing. We also have a differentiating characteristic: A.M.A. is exclusively oriented to serving professionals in the world of healthcare. This also obliges us to make an extra effort given that our market is much more restricted than that of our competitors.

- How can we compete?

Offering the best product with the best guarantees and the best possible service.

Offering discounts and providing the best attention possible to our members.



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# How can technology make us more competitive?

In general, new technologies enable an increase in group and individual productivity within an organization. Specifically, new communications technologies enable cost reduction in an important budget item - communications. In addition:

- We improve communication between our employees, our Members, and collaborators.
- We can create new training channels.
- We can develop new tools enabling our employees to provide our Members with better service.



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# Objectives and Challenges of the Project

- The A.M.A. group has more than 500 employees spread over more than 80 offices in Spain and Portugal.
- A solution with the following characteristics is needed:
  - Easy to manage for the central IT team and the services provider.
  - With the lowest cost of operation and maintenance.
    - A software based solution permitting remote support and update.
    - A dramatic reduction in maintenance costs associated with the hardware platforms.
    - Fixed cost savings (line rental, PBXs, etc.).
  - With the lowest user adaptation cost.
    - Complements and is integrated with other tools the user is familiar with.



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# Why have we decided for Microsoft/Interoute?

- The perfect combination of technological solution (Microsoft) and value added services from the operator (Interoute).
  - Microsoft provides a solution that enables:
    - Collaboration between remote offices and the central office.
    - Video conferencing tools for training staff using our corporate network.
    - Improving our communications: Instant messaging, advanced attendance monitoring, and integration with Exchange's electronic mail Active Directory.
    - Reduction in cost of VoIP equipment (PBX's) and communication lines (unique voice/data network).



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# Why have we decided for Microsoft/Interoute? (Cont.)

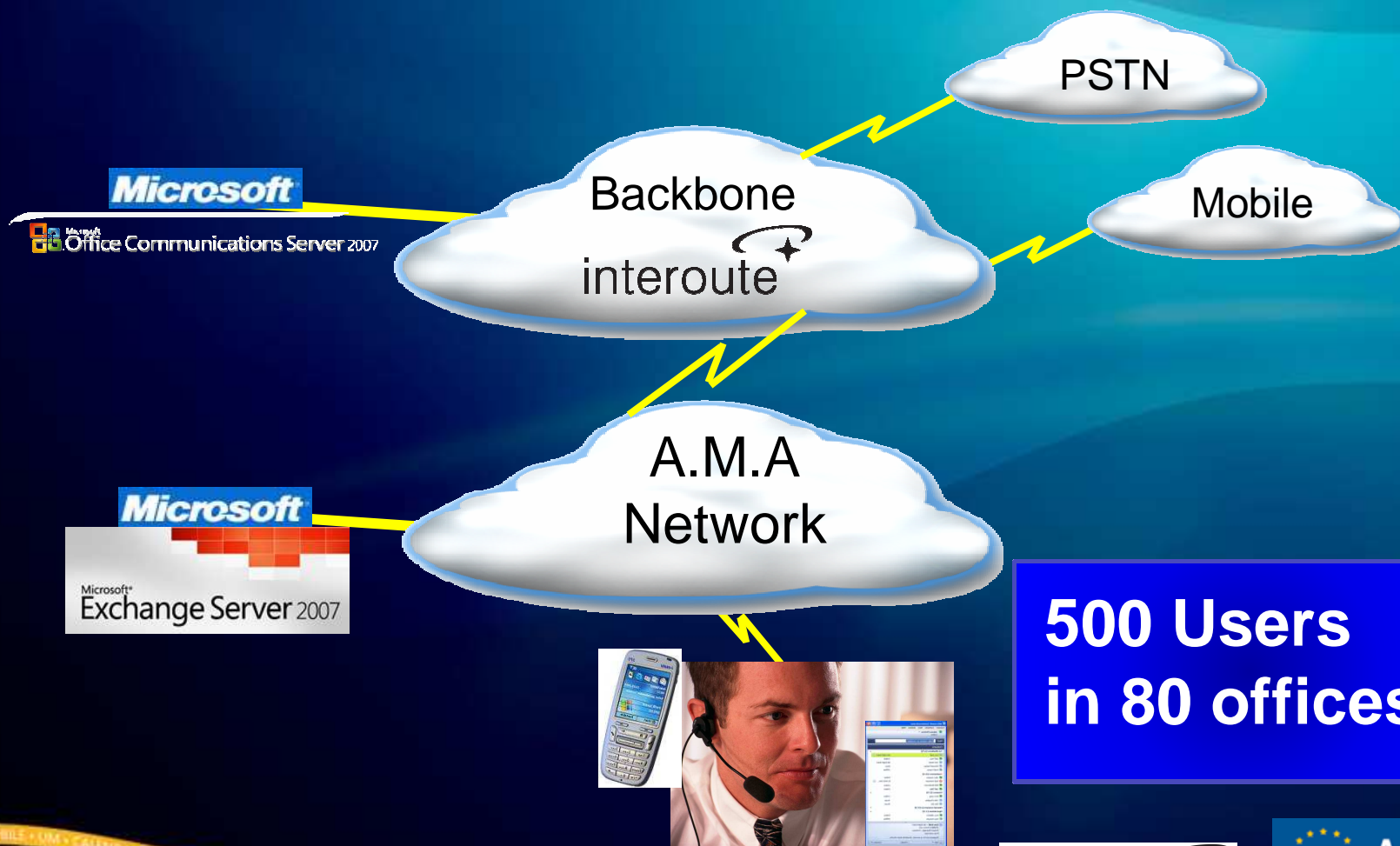
- The perfect combination of technological solution (Microsoft) and value added services from the operator (Interoute).
  - Interoute provides:
    - Advanced voice functionality managed from the Interoute network.
      - Routing of calls to mobile phones.
      - One unique number for each user consolidating voice mail, fax, fixed line and mobile calls.
      - Web Portal for personal management of unique user numbers.
    - Cost Reduction.
      - for call termination.
      - for the number of necessary lines.



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# Solution Architecture



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interoute



Microsoft

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Microsoft  
**Office Communications  
Server 2007**

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**Office Communicator 2007**

Microsoft  
**Exchange Server**

Microsoft  
**Office Live Meeting**