

hp success story



eliminating risk from  
the insurance business

GK Industrie-Versicherungs-Service Versicherungsmakler GmbH is a German-based insurance broker operating across Europe, the Middle East and Africa. Since its launch in 1998, GK has held a strong position in the marketplace and now competes with a small number of leading brokers in Germany to deliver insurance services to more than 70 customers, predominantly in the automotive and retail industry. Hence it is surprising to learn that the company employs no more than 13 people to service its vast customer base.

GK houses a complex production environment consisting of a Microsoft Cluster Server based on Hewlett-Packard's Netserver series for MS-SQL Database and MS-Exchange, and HP Netserver Application Servers based on Citrix Metaframe technology. GK writes its own software to centrally manage all customer records and subsequently distributes them among insurance companies based on the individual requirements of each case. This set-up enables the

company to work with sub-agencies using the Internet to log and document all cases for its customers. It also allows GK to compete with larger competitors. The central production environment is therefore critical to the success of GK and its customers.

### assessing the IT needs

Thomas Vollmer, project manager at GK comments, "The operation set-up is quite complicated as GK owns and hosts the environment but does not maintain or operate it." He continues, "We look after application development, hardware and software planning, security and problem management in-house. We also work with a large solution provider to manage our 24x7 operation, monitoring and incident management, and we work with HP for reactive and proactive hardware and software support."

These complex relationships require centralised communication and reporting tools that bring all the elements together and have the ability to quickly resolve issues should they arise. With no experience in the IT field, GK turned to HP for a solution. HP was able to bridge the gap with its IT Resource Centre (ITRC).

**"Rather than beginning lengthy and precise checks of the system, we were able to log onto the ITRC. Within minutes we located details of a similar problem that had been experienced previously, enabling us to immediately apply the solution and dramatically reduce the impact of the original fault."**

*Thomas Vollmer,  
project manager, GK*

### an early settlement

HP's ITRC is a training and education support tool that provides a single entry point to HP Support. It enables any individual with access, permission to evaluate the current status and details of open and closed support cases.

This can have a huge effect on the time needed for troubleshooting IT-related problems. Vollmer explains, "During a recent exercise to introduce a new production environment and security concept, we experienced a malfunction which prevented us from entering new clients to our database. Rather than beginning lengthy and precise checks of the system, we were able to log onto the ITRC. Within minutes we located details of a similar problem that had been experienced previously, enabling us to immediately apply the solution and dramatically reduce the impact of the original fault."

Being a small company in a highly competitive industry, efficiency and cost effectiveness are key performance indicators for GK. In addition to the support provided by HP, its Netserver series has the capacity to grow with the size of the data, allowing GK to service a wider customer base without additional investment in hardware. The partnership with HP helps GK to survive in this marketplace during challenging economic times.

For more information on IT Resource Centre visit:

**<http://www.itrc.hp.com>**

And for more information on how working with Hewlett-Packard can benefit you, please contact your local HP sales representative or reseller, or visit: **<http://www.hp.com>**

### challenge

- Centralised communication
- Quickly resolve any issues

### solution

- IT Resource Centre (ITRC)
- hp Netserver series for data storage

### results

- Can locate details of any previously experienced problems within minutes
- No need for lengthy and precise checks
- Solution to problem can be applied immediately
- Impact of fault can be dramatically reduced
- Instant access to IT expertise

### why hp?

- Personal knowledge of working with hp

**customer at a glance:****industry sector:** Insurance**name:** GK Industrie-Versicherungs-Service  
Versicherungsmakler GmbH**headquarters:** Germany**founded:** 1988**telephone:** +49 700 17 11 71 01**number of employees:** 13**url:** [www.gkonline.de](http://www.gkonline.de)**technology highlights:**

- **hp Netserver application server**
- **IT Resource Centre (ITRC)**

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