

INCREASED CONNECTIVITY ENHANCES THE ASSU 2000 GROUP'S CUSTOMER MULTISCREEN EXPERIENCE



Challenges:

- Optimise connectivity and performance to French customers
- Reduce network costs and complexity
- Increase IT agility to meet customer performance expectations

Solutions:

- Provide a point of presence (PoP) to more than 80 ISPs and network operators through shared web servers at the Interxion campus in Paris

Results:

- The IT agility needed to activate new services quickly and serve customers effectively
- Superior customer experience, with improved website response times and increased capacity
- Secure sensitive customer information in compliance with data protection regulations

As France's leading insurance brokerage, the ASSU 2000 Group serves more than 320,000 customers' daily insurance needs, spanning car, health, home and more. Increasingly, those customers are heading online and to mobile apps to purchase insurance, and they have high expectations for the mobile customer experience. To meet those expectations, the ASSU 2000 Group took steps to improve the IT agility and connectivity that supports a better customer experience.

Ensuring More Reliable Access to Insurance

With French customers increasingly using their smartphones, tablets and PCs to purchase insurance online, it is mission-critical that the ASSU 2000 Group ensures a flawless experience for its online customers.

Most importantly, the response times of its websites need to be incredibly quick. When websites are slow, customers become frustrated and go elsewhere for their insurance needs, resulting in lost business.

"One of the greatest challenges of online business is to offer our customers the best possible experience, otherwise we risk seeing them choose a competitor instead," Yann Danou, Director of Information Systems at the ASSU 2000 Group, explained.

Guaranteeing performance and connectivity is easier said than done, however, and it can be a complex, time-consuming, and costly endeavour. That's why the ASSU 2000 Group teamed up with Interxion to improve its IT agility and connectivity.

About ASSU 2000 Group

The ASSU 2000 Group is the first independent brokerage network for individuals. Its activities revolve around two business areas: insurance brokerage on the one hand with the ASSU 2000 network of agencies, the pure insurance providers Player Euro-Assurance and Assuréo, the wholesale subsidiaries maXance and Profirst, and on the other hand, the real estate division with AB Courtage, a credit comparison service, CFC, and BC Finance, loan repurchasing brokerages, and the borrower insurance comparison service, L'Assureur Crédit.

For more information, visit www.assu2000.fr/groupe

About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through more than 50 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications.

With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest. For more information, please visit www.interxion.com

Strengthening IT Connectivity

The ASSU 2000 Group adopted a multichannel operational model to support the growing use of mobile. But, its IT strategy also needed to reflect mobile-first patterns, with technical support for the customer multiscreen experience.

In order to meet customer expectations, the ASSU 2000 Group needed to partner with the right connectivity partners, Danou explained. Integrating multiple partners into its own data centre was too costly, both in terms of time and money. The ASSU 2000 Group needed a data centre partner to help handle the complexity.

As a result, the company turned to Interxion, opting for shared use of its web servers at the Interxion campus in Paris. Interxion Paris provides a point of presence (PoP) to more than 80 network operators (fixed and mobile) and ISPs, enabling the ASSU 2000 Group to integrate seamlessly.

Forming the Right Connections

"We chose Interxion Paris because all the operators we wanted to work with were already there," Yann Danou explained. "Even taking into account the cost of sharing, it is much cheaper for us to establish these connections via Interxion than in our own data centre. Thanks to Interxion's connectivity hub, we've reduced our network costs by 70 percent while multiplying our capacity by 10."

Working with Interxion also sped up the pace of business, enabling the ASSU 2000 Group to better serve its customers, in turn. The company can now connect to any new operator within just three days, compared with the several weeks it would take with its own data centre.

"We have greater agility that allows us to activate new services much faster," Danou said. "In addition, the responsiveness and support provided by the Interxion team helps us to complete our projects more quickly. It's as if we're all on the same team."

All of the ASSU 2000 Group's applications are based on web technologies. Partnering with Interxion ensures that those applications are always up and running, according to Danou.

"Interxion provides us with an excellent shared environment for all of our application types. Its offering is economical, in line with all the required standards, and frees us from any concerns about the availability of services: electricity, space, and cooling," he said.

Importantly, Interxion Paris also helps ensure the security of customer information.

"We must store our customers' confidential and sensitive information in accordance with data protection regulations. Interxion's facilities meet our security requirements, which has weighed heavily in our choice," Danou said. "We also know that when our applications migrate to the cloud, the Paris campus allows us to connect to a range of private and public cloud providers easily."

The Interxion campus has opened great opportunities for Danou and his team, and they're looking forward to continued growth in the future.

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Yann Danou
Director, Information Systems, ASSU 2000 Group



www.interxion.com
customer.services@interxion.com



International Headquarters
Main: + 44 207 375 7070
Email: hq.info@interxion.com

European Customer Service Centre (ECSC)
Toll free Europe: + 800 00 999 222 / Toll free US: 185 55 999 222
Email: customer.services@interxion.com

Cofounder: Uptime Institute EMEA chapter. **Founding member:** European Data Centre Association. **Patron:** European Internet Exchange Association. **Member:** The Green Grid, with role on Advisory Council and Technical Committee. **Contributor:** EC Joint Research Centre on Sustainability. **Member:** EuroCloud.

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