

28.11.2012 – 12:14 Uhr

EANS-News: adesso develops Barmenia consultancy solution for iPad

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Subtitle: Companies in adesso Group combine competencies in consultancy, mobile technology and outstanding design to create an attractive portfolio of solutions

Company Information

Dortmund (euro adhoc) - adesso has produced an innovative new Apple iPad app for supporting the sales activity of German insurance company Barmenia Versicherungen. Insurance brokers can access it during a meeting with customers to source information for them, find out what policies best suit their needs and identify possible gaps in their insurance coverage, for example in regard to retirement schemes and policies which safeguard against loss of income due to inability to work. Other applications can be integrated quickly if necessary.

Developed by adesso in just six months, the solution's interface is gesture-based and does away entirely with the need to enter text. It is underpinned by an intuitive and user-focused interface concept that deploys features such as interactive diagrams for entering figures on the iPad touchscreen. Additionally, images and video clips are used to illustrate important points. The app made its debut in October at DKM in Dortmund, the specialist trade fair for the finance and insurance sector. Scores of insurance brokers are now already using it for their everyday work.

The synergy effects generated by adesso Group's interactive project development processes ensured the app could quickly go live. This was invaluable for Barmenia. The Barmenia app was created as part of a collective effort between adesso AG, its two subsidiaries, adesso mobile solutions GmbH and ARITHNEA GmbH, and the Ruhr Institute for Software Technology "paluno" at the University of Duisburg-Essen. By combining professional expertise from different fields such as insurance-focused consultancy, technology, mobile application development, usability optimisation and interface design, adesso has created an app which leads the way among tablet and smartphone solutions. It delivers customers efficient results when adapting their business processes for the mobile internet.

Based in Wuppertal, Barmenia is among Germany's largest independent insurance companies. With some 3,400 in-house specialists and sales agents in the field plus scores of brokers, the company manages over 1.7 million insurance contracts.

The Executive Board

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indexes: CDAX
stockmarkets: free trade: Berlin, München, Hamburg, Düsseldorf, Stuttgart,
regulated dealing/general standard: Frankfurt
language: English

Original-Content von: adesso AG, übermittelt durch news aktuell

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