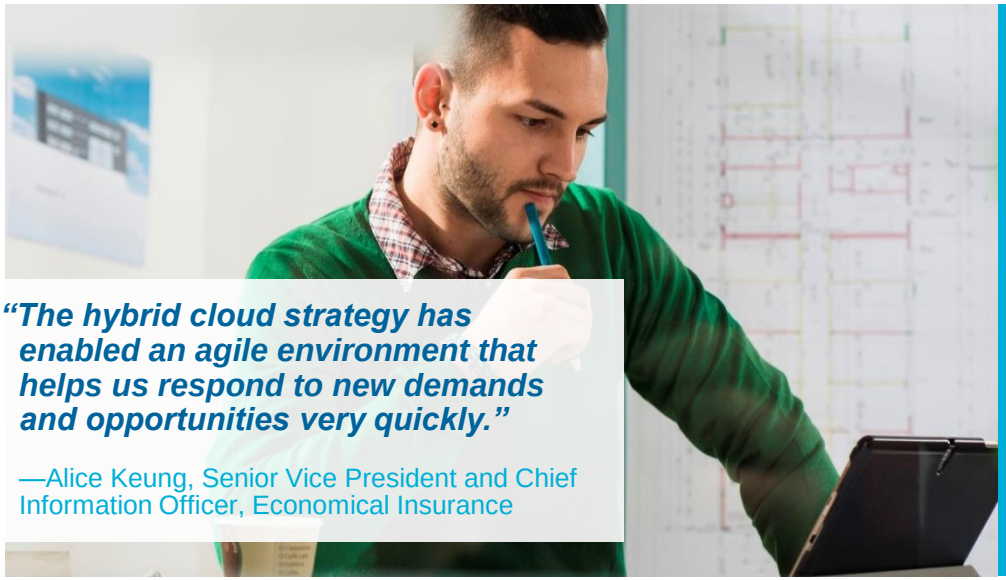

*"The hybrid cloud strategy has enabled an agile environment that helps us respond to new demands and opportunities very quickly."*

—Alice Keung, Senior Vice President and Chief Information Officer, Economical Insurance

## Business challenge

In launching Sonnet Insurance Company, Economical Insurance sought a hybrid cloud platform to accelerate speed to market and scale the business to align with fast changing consumer preferences for a reliable digital experience.

## Transformation

Sonnet put all of its home and auto insurance workloads on the IBM Cloud platform, adding 700 servers between two IBM data centers in Canada. This helps Sonnet bring to market a new way of selling insurance online by using inputs from multiple sources to tailor recommendations for each policyholder.

## Results

Sonnet can now respond quickly to new demands while facilitating future scalability. It is the only Canadian home and auto insurer to sell products completely online. It also raised awareness of its new business and gained significant visibility in the Canadian insurance market and worldwide.

## Business benefits

### Speeds time to market

with a scalable platform that helped get the required infrastructure up and running

### Creates visibility

for a new digital insurance business model, both in Canada and globally

### Expects steady growth

in the business with a behavioral segment that prefers to buy home and auto insurance online

# Sonnet Insurance Company

## Hybrid cloud critical to launch of new digital insurance brand that simplifies online buying

Sonnet is a digital direct business launched in 2016 by its parent company, Economical Insurance. Sonnet provides home and auto insurance online. Headquartered in Waterloo, Ontario, Economical is one of Canada's leading property and casualty insurers, operating since 1871.

## Solution components

- IBM® Bluemix®
- IBM Global Business Services® – Application Development and Innovation
- IBM Global Technology Services®
- IBM Managed Security Services

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