



Prof. Dr. Otto K. Amon  
University of Applied Sciences Cologne

# “SFS has quite an innovative and creative strategy modeling structure.”

*Prof. Dr. Otto K. Amon*  
*University of Applied Sciences Cologne*  
*January 2005*



With its 18.000 students from 93 countries, studying on 45 different fields, University of Applied Sciences Cologne is the largest Applied Sciences University in Germany. Students of the Insurance, Business and Management Department of the university are trained on the fields of Information Management and Software Development with the most innovative business models and the most advanced technologies. Professors of this department follow up the developments and new technologies in the market effectively due to their close relation with the private sector. With their experience in the industry, they introduce the important ones to their students after detailed analyses. Technologies of leading companies such as SAP and PeopleSoft have already been analyzed and shared with the students at Cologne University of Applied Sciences.

We heard that a company which has just entered the German market owns a unique insurance solution, covering innovative business models. We got in touch with the company, SFS, in order to examine their technologies. After the first contacts which went quite smoothly, we analyzed this solution, the business models that it covers, and the technology used. We have concluded workshops both in Germany and in Turkey. We have observed that this solution has been used by the biggest companies of the global insurance industry such as AIG, Aviva, Marsh McLennan, AON and EOS, and visited the SFS customers where these solutions are used.

Strategic, operational and administrative problem solving capacity, business and technical functionality, system flexibility, support services, security and easy-to-use features of the system were prominent. Another conspicuous point the solution contained was the strategy modeling software. This strategy modeling software enables companies to create a corporate strategy and a marketing mix with no need for any computer programming. After our examination, we have seen that SFS has

quite an innovative and creative strategy modeling structure that would totally reform insurance and finance industries. This structure and the model contained therein was an important factor in our decision to include the SFS software into our university's curriculum. This rule-based designed system is applicable in all the insurance companies and insurance brokers in Europe and in the world.

In conclusion, we wanted to share such an innovative business model and the advanced technology integrated into it, with our students more comprehensively. With the support of SFS, we have included it into our curriculum of 2004-2005. As our students have shown great interest in the lectures, the 20-week program we planned as one class only, has now been increased to two classes. Lectures started as of October 11th, 2004. The interest shown by our students and the results we have so far obtained in such a short time are highly encouraging.



# SOFTWARE eMPOWERS SOFTWARE CORPORATIONS CORPORATIONS

## SFS Strategy Modeling Software

With offices in Istanbul, Ankara, Berlin and Cologne, the SFS Group has been providing corporate management systems for the insurance, finance and services industries since 1992. SFS offers technological solutions that enable companies of today's rapidly changing business environment, to remain competitive and to increase their profits and efficiency while reducing their costs.

SFS Strategy Modeling Software has been designed to allow companies to plan their current and/or new strategies rapidly and correctly, and to use their planned strategies within the organization and in the target markets effectively.

A company using SFS Strategy Modeling Software achieves effective and up-to-date market analyses and customer follow up, and manages change more easily and at a lower cost. With no need for the support of a software firm, the company may define its own marketing karma (products, pricing methods, renewal strategies, channel structure, risk selection criteria etc.) and use it throughout the whole organization.

While it normally involves a team of 3 people working for 6 full months to create a new product with all its proposal and policy inputs, printing, endorsement and renewal services in full accordance with the corporate strategy, a company using SFS Strategy Modeling Software can achieve the same product definition in only 3 days. As all marketing mixes can group under a customer focused structure within the system, the company may concentrate on working with a focus on customers. This consequently increases the quality of customer services and provides a cross sale opportunity. If desired, it also enables the company to allow the system to be used by its subsidiaries or other affiliates in order to use the cross sale opportunities more effectively and more efficiently.

Various departments of the company providing marketing, agency or customer services can manage their own operations without having to wait for the IT Department to finish a programming. The IT Department, with its limited staff, can thus be elevated to a level where they can

apply and manage strategic decisions instead of creating or correcting systems that would carry out the company's operations.

SFS Strategy Modeling Software never remains inactive against developing or renovating technologies. When different technologies begin to be applied, the marketing mix models can be transferred to the new technology. Thus, the company will not have to invest in technologies for the same objectives again and again even in the medium term.

Instead of involving in the complicated and costly process of developing or creating new technologies, the company can easily focus on its core businesses and mobilize its own resources for other activities. The company can reach its customers with appropriate and more effective solutions, and increase the quality of the products and services offered.



SOFTWARE  
eMPOWERS  
CORPORATIONS



Sağlam Fikir Sokak No:5  
Esentepe 34394 İstanbul  
Tel : 0(212)216 27 80  
Faks : 0(212)274 72 98

[www.sfs.com.tr](http://www.sfs.com.tr)