

**For the sixth year in a row, the LVM-IdeE idea management program at LVM Versicherungen, a leading insurance group in Germany, has been named a leader in their industry by the German Institute for Business Management (dib).**

### All-Round Service

LVM Versicherungen is one of the top 20 leading primary insurance groups in Germany, with annual contributions of around two billion euros from various types of insurance, including liability and accident, as well as life and health insurance. Comprehensive financial services round out the portfolio of this general insurer. The continuous growth of LVM is a reflection of one of their recipes for success: a customer-oriented business strategy. Currently, 2,600 LVM employees and 2,000 agency representatives are responsible for the needs of approximately three million customers throughout the country. Characteristic of LVM's customer orientation is its tailor-made insurance coverage, fair contributory amounts, unbureaucratic claims adjustment, and local customer care and service bundled into one complete services package. But that's not all - internally, the insurer also fosters an environment where progressive ideas are developed and put into action. One important element of LVM's company policy, and therefore an integral part of its culture, is an idea management program.



### Progressing Through SAP R/3

„A company is only as innovative as its employees” is the motto that LVM takes to heart. With its internal LVM-IdeE program, the company already had a well-established idea management program in place. The problems existed in the

administration and handling of its idea management system and the lack of transparency for employees: „Within idea management, there were isolated IT systems, an administrative system, an info system for employees, and a system in which ideas were actually submitted,” reported Ralf Hummelt, LVM Idea Manager at the time. The solution for these problems came in July 2001, at the conclusion of the company's complete migration from SAP R/2 Personnel Management (RP) to the more flexible and open SAP R/3 Human Resources component of mySAP Human Resources (mySAP HR). „The goal of the migration was to install a SAP system and its HR component as our standard software,” stated Reiner Gehling, LVM Project Director for SAP Migration. As part of the HR component, Employee Self Service (ESS) functionality offered a natural point of integration for idea management. target software solution GmbH was quickly identified as the software provider of choice. „With ESS, LVM employees can carry out transactions in the event and idea management themselves. Using a personalized employee portal and the company intranet, employees access SAP R/3,” said Michael König, LVM-IdeE Project Director, and Rüdiger Keller, Chairman of the LVM-IdeE Committee, discussing the new options available in the idea management system.

### Further Development of Idea Management

The target project started as a logical further step in the SAP R/3 implementation.

The project team consisted of two employees from the SAP R/3 team, the Idea Manager, employees from the IT organization and IT organizational development, as well as Dibera. Support was provided by target in the application area and by ProConsult, the consulting firm responsible for the implementation of SAP Basis. In spite of the very tight timeframe, and through significant support from target, the legacy Memo system was replaced with the new software on schedule after an introductory period of three months.

A competition to mark the start of the new system was the right incentive for suggestions of further developments in LVM's idea management program. Employee response was overwhelming: the sheer number of ideas awarded premiums confirmed the employees' positive acceptance of the new product. „This was clearly due to the simple navigation and user-friendliness of the new idea management system,” added König, „employee training wasn't even needed. We simply distributed flyers containing the important information, and employees were able to get started immediately with their creative ideas.” And this brought with it considerable public success. Six years in a row, the German Institute recognized LVM Versicherungen for their idea management program for Business Management (dib) in their industry.



### Transparency All the Way

„Contact among employees who submit ideas and reviewers has become much better and is more open,” praised Thomas Korves, LVM-IdeE Coordinator. „All idea functions are linked in one closed system.” LVM employees can submit their ideas and find out the status at any time,” added Korves, summarizing the improved employee service. The integration of idea management in its standard software has made transparency of the submitted ideas and their „journey” from reviewer to committee possible. Individual processes were streamlined and therefore contributed to cost savings. Qualitative results, such as improved productivity, cost reduction, shortened transaction times, optimized workflow, and a decrease in errors, were the significant benefits achieved from the new idea management system at LVM.