

# Univé improves digital insurance services and boosts search engine rankings with Dynatrace



## Industry

Technology

## Solution



## Story Snapshot

- **Improved search engine rankings** — Increased website availability and response time supports business growth through 150% uplift in Web Vitals.
- **Better user experience** — Automatic root-cause analysis and AI-assisted prioritization reduces the number of issues impacting users.
- **Increased collaboration** — Teams have the shared visibility and intelligent insights needed to drive better business outcomes and improved security.
- **Faster innovation** — Proactive approach to observability frees up teams to work on developing new services.

Serving more than 1.7 million members, Univé is one of the Netherlands' largest insurers, priding itself on delivering seamless, personalized omnichannel experiences. Univé wanted to optimize the speed and reliability of its digital offering so members could access insurance services 24/7 and grow the business through improved Web Vitals. Univé migrated its applications to a hybrid cloud technology stack and Kubernetes architecture to support this.

Univé needed to better manage the complexities of this new cloud-native environment. Its long-term strategic IT services partner, Eviden, recommended Dynatrace and helped Univé to deploy the platform for maximum impact.

## Problematic pinball machine

Univé compares its technology environment to a pinball machine, where user actions on the frontend send the ball flying around, activating backend systems. Univé wanted this process to happen invisibly, without members being disrupted by what happens in the pinball machine.

Before Dynatrace, Univé's teams lacked visibility into the movements of the pinball. This meant they couldn't identify the root cause of a problem if the pinball got 'stuck' or how this impacted users. Instead, Univé relied on a time-consuming and fragmented approach, where insights from disparate monitoring tools were manually stitched together to eventually solve the problem.

## Taking a member-centric approach

Adopting Dynatrace enabled Univé's teams to resolve performance issues faster by consolidating observability data from across its technology stack. The platform's AI capabilities identify the precise root-cause of issues, so teams can instantly work on a fix. Dynatrace also prioritizes issues based on member impact and risk to the business, allowing Univé to take a more user-centric approach to optimize its digital services by solving the most serious problems first.

With Eviden's support, Univé uses Dynatrace's synthetic monitoring capabilities to proactively resolve issues before they affect users.

## Collaborative, secure innovation

Univé has eliminated other siloed monitoring tools, with multiple teams now using the precise answers from Dynatrace. For example, security teams now use Dynatrace to identify vulnerabilities in real-time and analyze whether patches have been successful. This means Univé's digital services are secure as well as seamless.

Improved collaboration also extends to Univé's partners, including Eviden. Univé can share an issue with Eviden's team via a Dynatrace URL, which avoids the need for Eviden to diagnose the problem themselves. This speeds up resolution and improves service availability.

Ultimately, the partnership with Eviden has enabled Univé to achieve a 150% improvement in Web Vitals, which in turn supports the business' growth through improved search engine rankings.



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The journey we have undertaken with Eviden means we're now delivering market-leading digital insurance services to our members. We can detect and resolve performance and security issues much faster through greater collaboration between our teams. The precise answers from Dynatrace underpin this transformation and allow us to take a truly member-centric approach to innovation that helps our business to grow.

– **Daniel Muhl**, Senior Business Information Analyst, Univé

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## About Eviden<sup>1</sup>

Eviden is a next-gen technology leader in data-driven, trusted and sustainable digital transformation with a strong portfolio of patented technologies. With worldwide leading positions in advanced computing, security, AI, cloud and digital platforms, it provides deep expertise for all industries in more than 53 countries. Bringing together 57,000 world-class talents, Eviden expands the possibilities of data and technology across the digital continuum, now and for generations to come. Eviden is an Atos Group company with an annual revenue of c. € 5 billion.

<sup>1</sup> Eviden business is operated through the following brands: Alia Consulting, AppCentrica, ATHEA, Atos Syntel, Bull, Cloudamize, Cloudreach, Cryptovision, DataSantics, digital.security, Eagle Creek, EcoAct, Edifixio, Energy4U, Engage ESM, Forensik, IDEAL GRP, IDnomic, In Fidem, Ipsotek, Maven Wave, Miner & Kasch, Motiv, Nimbix, Processia, Profit4SF, science+computing, SEC Consult, Visual BI, Worldgrid, X-Perion, zData

## About Dynatrace

[Dynatrace](#) (NYSE: DT) exists to make the world's software work perfectly. Dynatrace's unified platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at an enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.