

Case Study

Staffing

Client

Great American Insurance Group (GAIG)

Great American Insurance Group (GAIG), owned by American Financial Group, is engaged primarily in specialty property and casualty insurance businesses, and the sale of retirement annuities, life, and supplemental health insurance products.

Challenge	CBTS Solution	Results
<ul style="list-style-type: none">• GAIG's unique insurance processing requirements mean they are always looking for additional project management and application development assistance from outside firms.• GAIG firmly believes that outsourcing is a critical component of their strategic IT model	<ul style="list-style-type: none">• CBTS approached GAIG about our strategic staffing practice.• CBTS has been able to address GAIG requirements by immediately fulfilling their need for additional application development.• CBTS has also been able to bring Java programmer candidates in to assist in an ongoing financial application implementation.	<ul style="list-style-type: none">• CBTS is delivering a cost-effective outsourcing pricing model and continues to understand GAIG's business model and operation.• CBTS Consulting Services practice supports GAIG's product management and application development needs.

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Business Challenge

Due to GAIG's unique insurance processing requirements within their revenue model, they are always looking for additional project management and application development assistance from outside firms. GAIG firmly believes that outsourcing is a critical component of their strategic IT model, and they continue to leverage this model to complete critical internal projects necessary to stay competitive and support their consumer and business intensive solution sets.

CBTS Solution

The relationship between CBTS and GAIG was based primarily on hardware/software procurement and short-term consulting services engagements until CBTS approached GAIG about our strategic staffing practice where the client could leverage both short-term project resources as well as long-term staff augmentation specialists.

After better understanding some of GAIG's specific project needs, CBTS has been able to positively address their requirements, including budgetary concerns, by immediately fulfilling their need for additional application development. CBTS has also been able to bring in Java programmer candidates, on both a contract and contract-to-hire basis, to GAIG to assist in an ongoing financial application implementation.

Implementation and Results

While delivering a cost-effective outsourcing pricing model, CBTS continues to understand GAIG's business model and operation, and improve the strategic partnership.

The relationship has developed into a dedicated support program as the CBTS Consulting Services practice continues to support GAIG's product management and application development needs.