

Case Study

Insurer Leverages Strategic IT Staffing Model for Critical IT Projects

Client

Great American Insurance Group (GAIG)



Great American Insurance Group (GAIG), owned by American Financial Group, is a Cincinnati-based specialty property and casualty insurance provider for businesses and annuities, life, and supplemental health insurance products for individuals. Due to GAIG's unique insurance processing requirements within their revenue model, they continually look for additional project management and application development assistance from outside IT staffing firms.

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.

Business Challenge

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 solution sets.

CBTS Solution

CBTS has had a long-standing relationship with GAIG based on hardware/software procurement and short-term consulting services engagements. A couple years ago, CBTS approached GAIG about the possibility of using its IT Staffing and Consulting team for both short-term project resources, as well as long-term staff augmentation.

After better understanding some of GAIG's specific project needs, CBTS was 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 assist with the implementation of ongoing financial applications.

Implementation and Results

Through the delivery of a cost-effective outsourcing pricing model in support of GAIG 's business model and operations, CBTS has been able to improve its strategic partnership with the insurer.

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.