

2023



CUSTOMER REFERENCES

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F-SECURE

Company Facts

F-Secure Corporation is a global cyber security and privacy company has a presence in more than 100 countries and a GR of 111.0 million Euro in 2022.

F-Secure develops and sells antivirus, VPN, password management, and other consumer cyber security products and services for computers, mobile devices, smart TVs and internet of things devices.

The company also offers several free-to-use tools on its website.

CHALLENGES



When starting to work with F-Secure, the company was in a transformation process of becoming a full-scale cyber security company. Delivery of solutions to all sectors from consumers to corporations including Insurances. Security is the core of F-Secure and the aim to work closer with the insurance industry was the challenge for the company.

SOLUTIONS



YellowMay first did an extensive analysis of the insurance industry towards potential innovations for the cybersecurity sector. Taking into account factors such as market size, growth trends, and competitive landscape as well as a potential customer analysis. This step was essential to understand the specific requirements of potential customers and then for finding the right partners for the customer.



Market Analysis



Customer Analysis



Partner Search

RESULTS



The collaboration between F-Secure and its chosen partners had a far-reaching impact on the cybersecurity landscape, benefiting an extensive network of 500,000 policyholders who were affiliated with insurance products.



500K

Policyholders delivery

CUSTOMER REFERENCES

ÖMSEN

Company Facts

Ömsen is the brand name for Åland's Mutual Insurance Company. Established in 1866, the firm is a non-life insurance company that insures cars, houses, companies, animals, and people with a GR of 30 million Euro per year.

The firm's services include accident insurance, travel insurance, life insurance, and the health insurance Ömsen Health.

CHALLENGES



The year 2019 saw a big change for Ömsen when it chose to expand its range by going from objects to also offering personal insurance. The company faced the challenge of finding a suitable assistance partner for their roadside program, which led them to undertake a procurement case to identify the most compatible collaborator.

SOLUTIONS



YellowMay successfully delivered the solution by overseeing the entire process, implementing key features, finalizing agreement details, and introducing a new partner.



Process Analysis



Partner Search



Negotiation

RESULTS



The financial case had a profound and transformative impact on the insurer, positively influencing 20,000 cases per year. This resulted in improved operational efficiency, enhanced customer satisfaction, and strengthened financial performance for the company.



20.000

Cases per year

CUSTOMER REFERENCES

WARRANTY EXPERT

CHALLENGES



Warranty Expert has experienced steady and rapid growth in Eastern Europe. However, to further expand their presence across additional European countries, they required support. As a Managing General Agent (MGA), the company encountered the challenge of expanding their operations into four distinct markets, aiming to enter new countries and establish a foothold.

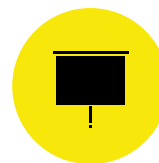
SOLUTIONS



To address the goal of entering new markets, we embarked on an innovation project in collaboration with the customer. This project involved conducting several workshops to thoroughly analyze the internal processes and identify the core values that could serve as entry points into these new markets. The insights gathered from these workshops were then combined with a comprehensive analysis of the market, including studying competitors and identifying customer requirements. This holistic approach enabled us to formulate the right innovative product strategy tailored to the company's needs, ensuring a solid foundation for successful market entry and growth.



Market Analysis



Innovation
Workshops



Partner Search

RESULTS



As a result, the company successfully established a reach that enabled them to enter a policy base of 16 million users annually, expanding their market presence and enhancing their customer base significantly.



16 MILLION
users annually

Company Facts

Warranty Expert provides purchase insurance and extended warranty solutions for consumer electronics, home appliances, furniture and more.

They work with retailers, manufacturers and insurers and have headquarters in the US and Europe with GR of 15 million Euro per year.

