

News Release

The Baloise Group and Arcplace AG announce their cooperation in the area of data protection

The European provider of insurance and pension solutions offers intelligent services for data protection with the help of Arcplace

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The Baloise Group, a European provider of insurance and pension solutions, and the Swiss IT service provider Arcplace AG, announce their cooperation in the area of data protection. Baloise customers will now benefit from attractive Online Backup services customised to their needs. Safety is a central theme of the Baloise Group's corporate philosophy, which means that the area of data security is also a company priority. Indeed, although company and customer data represent one of the most important business assets and data loss can have very serious consequences, the subject of data protection is still neglected, especially in small and medium-sized companies. This is where the new cooperation often aims to make a change.

Intelligent prevention deals with the damage before it occurs

Since the group repositioning last year, the Baloise Group is going one step further than the conventional insurers with its new "Safety World" concept. In accordance with the new group motto, "Making you safer", which was launched in 2009, the company focuses on the relationship between insurance and intelligent prevention, which should ensure that the damage doesn't occur in the first place. To expand the services of Safety World, Baloise has put together a team of experts which will develop innovative solutions. In addition, the company cooperates with specialists to support its insurance services with professional, innovative safety solutions. For the area of data security, Baloise has found a competent partner in Arcplace.

"We spent a lot of time and effort searching for a suitable partner for data protection, and found that Arcplace was the ideal expert for cooperation," says a delighted Carsten Pöhlmann, Project Manager of Safety World for small and medium-sized companies at the Baloise Group. "The Arcplace team of specialists possesses vast experience in developing, implementing and running similar solutions in Switzerland and abroad. Through the partnership with Arcplace, we are able to offer our customers a solution which caters specifically to their needs." The first step is to initiate the cooperation in Switzerland.

The cooperation with Arcplace will allow customers of "Safety World for small and medium-sized businesses" to benefit from a professional Online Backup service at attractive conditions. This service is particularly geared towards the requirements of small and medium-sized businesses:

- User-friendly
- Automatic and quick backup of data in highly secure Swiss data centres
- Data backup running in the background without interrupting day-to-day work
- Constant access to the data
- Smooth recovery of the information in the event of data loss
- Strong encryption for transfer and data at rest

Company and customer data are one of the most important business assets. Data loss is normally associated with high recovery costs. However, you have to consider more aspects than the costs. Data loss can also severely dent the corporate image and damage customer and partner confidence. Despite this, the subject of backup – i.e. data security – is still neglected, especially in small and medium-sized companies.

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“Just as with traditional insurance, employees in charge of IT are normally struggling to receive resources to maintain good data security, the value of which only becomes apparent in the event of damage or loss,” Robbert Spierings, Managing Director of Arcplace AG, explains. “Anyone who has experienced the consequences of data loss will never work without a targeted backup solution again. Baloise customers may now ensure that they will not have to deal with such loss. We are looking forward to cooperating with Baloise and to working with their customers.”

Baloise Group

Headquartered in Basel, Switzerland, the Baloise Group is a European provider of insurance and pension solutions. It positions itself as an insurer with a smart prevention concept, the “Safety World”. In Switzerland, the Group operates as a focused financial services provider, offering a combination of insurance and banking services. The Group also has a market presence in Germany, Austria, Belgium, Luxembourg, Liechtenstein, Croatia and Serbia. The sales network spans the Group’s own sales organization, plus brokers and other partners. Baloise operates its innovative pension plan products business for private customers throughout Europe with its competence centres in Luxembourg and Liechtenstein. Baloise Holding AG shares are listed on SIX Swiss Exchange, Main Market Segment. The Baloise Group employs some 9,400 people.

Arcplace AG

Arcplace AG is a Swiss provider of Scanning, digital Archiving and Backup solutions for the enterprise market. By combining state-of-the-art technology with innovative delivery models, such as Online, Cloud and Managed Services, Arcplace is able to offer companies of all sizes high-end solutions at attractive prices. Arcplace’s goal is to build solutions that improve efficiency, minimize risks and reduce overall IT costs. Alongside its solutions, Arcplace offers specialized consulting services to help organizations in all phases of a project. Since the formation of the company in 2006, Arcplace successfully implemented Archiving and Backup Solutions for over 100 companies in Switzerland and developed a unique portfolio of Online Backup, Archiving and Scanning Services.

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