

# Generali Increases Scalable Innovation Projects by 40%

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<b>Sector</b> Insurance	<b>Teams</b> Across business units	<b>Employees</b> 82,000	<b>Headquarters</b> Trieste & Milan, Italy
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Generali, one of the world's leading insurance companies, is stepping up its efforts to innovate for consumers' needs and being a lifetime partner to them. Leading Innovation with a focus on **investments in digital technologies** is one of the three key pillar of their "Lifetime Partner 24: Driving Growth" strategy.

"We define innovation as **executing ideas to address challenges and create value,**" says Filippo Maria Stefania, Group Open Innovation Manager at Generali. **"Innovation can come from anywhere** - both from the inside and the outside of the company. One of our mandates in the Group Innovation team is to ensure that innovation is everywhere for everyone."

To this purpose, the Group fosters innovation by **building partnerships** with promising startups, **funding internal innovation** projects, **training employees** on their proprietary "we innovate" methodology, and **building global innovation communities.**

# Innovation everywhere, for everyone



## The Challenge

Gathering ideas, scouting partners, and bringing new solutions to market is happening continuously across the more than 50 countries globally in which Generali operates. But to accelerate the innovation process, the Group **needed to better track and pool the different projects and their partners.** In fact, with greater visibility it is possible to **seize new opportunities to scale successful innovations.**

“Just one example of a project that we needed to share with other business units is our Rescue Zone project. It's a project on the boating and sailing market where we bring to users a mutual assistance app that is interconnected with public rescue services,” says Didier Cadic, Head of Innovation at Generali France. “With Bloomflow, we can easily share this opportunity with the group. So it's really helping us to innovate together internationally.”



Before implementing Bloomflow's innovation management platform, partnerships were popping up in different contexts. We had limited visibility on which type of startup solutions were developed throughout the Group and had different sourcing processes. Now we can more easily identify synergies with other business units.



**Ruth Armalé**

Chief Innovation Officer at HITS Generali

📍 Zürich, Switzerland

# The Challenge



## The Solution

Generali turned to Bloomflow as their end-to-end innovation management platform. They explained that **their innovation ideas are all stored in Bloomflow**, where they evaluate projects to determine whether they should be stopped, accelerated, or scaled.

The House of Insurtech Switzerland (HITS), a company of Generali, interacts with at least 200 startups per year. **“We use Bloomflow to manage our startup pipeline and visualize our innovation funnel,”** says Ruth Armalé, Chief Innovation Officer. “For those projects that are ready to scale, we make it visible for the other business units on Bloomflow.”

At a global level, **centralizing information on a single platform** is key to having visibility on innovation at every level of the company. For operational teams, it means they can **spend less time on email exchanges** and finding information on current initiatives.

Bloomflow is also used to **animate innovation communities**. Reports and other documents are accessible to all innovators within the organization, allowing for continuous reporting and the creation of dashboards and data visualizations. This allows Generali to gather data on their innovation activities and make informed decisions about future innovation projects.

# The Solution

900+

startups tracked on their  
Bloomflow platform



If we identify a promising innovation, we want to make it available to everyone in Generali and generate a positive impact on our business. Bloomflow supports us in this scaling process.



**Filippo Maria Stefania**  
Group Open Innovation  
Manager at Generali  
📍 Milan, Italy



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**Ruth Armalé**  
Chief Open Innovation Officer at  
HITS, a Generali subsidiary  
📍 Zurich, Switzerland



With Bloomflow we have better tracking and reporting. Fewer emails. Better communication about what we are doing. And better collaboration with business units across the group.



**Didier Cadic**  
Head of Innovation  
at Generali France  
📍 Paris, France

# Team Reviews



## The Results

With the deployment of Bloomflow, Generali has been able to further increase their innovation capacities, tracking more than 900 startups on their platform. **New and ongoing projects tracked on the platform have increased by more than 40%** in the past three months alone while scalable projects have also increased by 40%.

With Generali's engineered innovation processes implemented and tracked on Bloomflow, **they can now see that the pace of innovation is 4x faster.** This is measured by the time to advance workflow steps. Operational teams spend less effort vetting startups and launching PoCs, and are able to reduce duplicative efforts by verifying projects and partnerships already logged on the platform.



All of our innovation ideas are stored in Bloomflow. We assess potential projects and make sure that they come to a clean conclusion: stop, accelerated, or scaled.



**Didier Cadic**

Head of Innovation at Generali France

📍 Paris, France

# The Results



## The Results

Innovation communities across the group turn to their Bloomflow platform as an additional source of truth on innovation communities. In 2022, contributions from active users increased by 10 and overall visitors increased by 50%. Projects are 70% more visible, meaning that they are viewed by teams not directly involved in the project. The information on Bloomflow also feeds into newsletters and internal communication campaigns that further drive awareness of innovation across the group.

**40%**

increase in projects that can be scaled and deployed across markets

**900+**

startups tracked on their Bloomflow platform



**+70%**

more visibility on innovation projects across the group

**10x**

more contribution from active users in 2022



**4x faster**

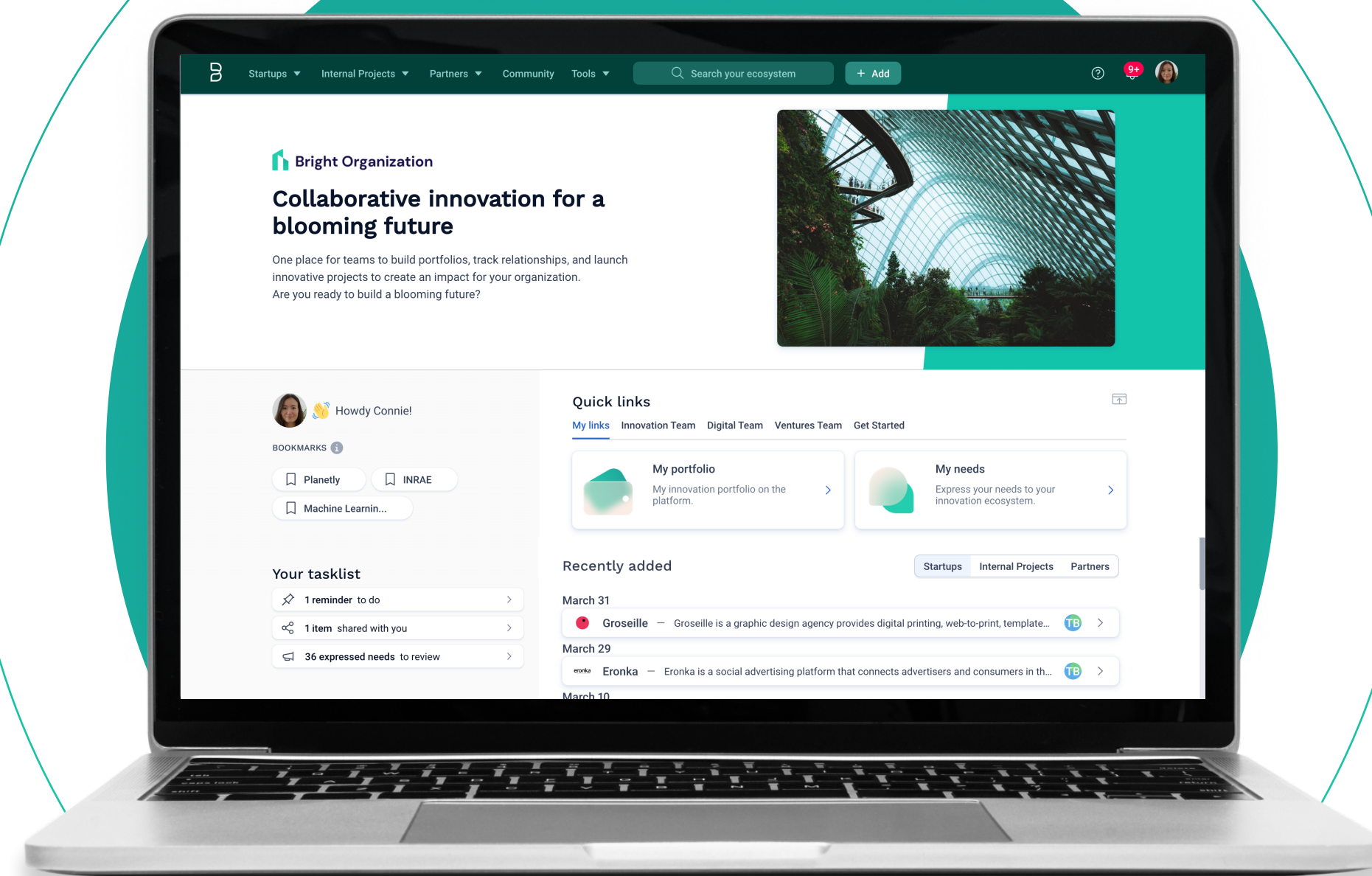
advancing innovation partnerships and projects thanks to clearly defined processes

# The Results

# About Us

Bloomflow is the innovation management platform empowering large enterprises to thrive in today's rapidly changing business landscape.

Talk to an expert



The SaaS platform is used by 60+ organizations across 90 countries. It has been used to qualify more than 40k innovation partners as well as launch and monitor more than 6k projects.