

MAIF Group Empowers Decentralized Innovation

The MAIF group leverages partnerships with innovative startups to power the creation of customer-centric solutions identified and implemented in a decentralized way across its business units.

The Challenge:

- Duplication of projects due to lack of visibility as innovation happens at the business unit level
- Difficulty sharing knowledge and diffusing innovation best practices
- No global view or reporting on innovation activities

The Solution:

- Clear mapping of external partners and global view of innovation across the group
- Ability to quickly identify and involve internal experts to qualify potential partners and solutions
- Can more easily promote the development of business models committed to positive impact that are identified and tracked through Bloomflow

20+

teams onboarded
B2B, Marketing, Digital, HR...

922

partners with cross-team
collaboration
(60% of their portfolio)

+250

new partners added to portfolios
each year

300

solutions deployed



The stake of MAIF was to set up an innovation environment in a decentralized context. Now with Bloomflow we're better able to facilitate the sharing of a common framework across business units who have different challenges.



Romain Liberge

Marketing & Design Group Director at
MAIF

Insurance