



Marc Bakermans  
SR Business Architect



Merijn van den Dungen  
Commercial Director

# Accelerating Pension Transformation with Pega Constellation

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# Athora Group

## A pan European savings & retirements services group

- **Athora Life Re. AuM 2.5b** Risk transfer: offering a range of internal and third-party reinsurance solutions.
- **Athora Netherlands. AuM 55b** Open book: traditional life insurance, unit-linked, pensions and PRT's
- **Athora Belgium. AuM 9.05b** Open book: traditional individual/group business and unit-linked
- **Athora Germany. AuM 3.9b** Closed book: traditional annuities, endowments and small unit-linked portfolio
- **Athora Italia. AuM 5.75b** Open book: guaranteed, unit-linked and hybrid business.



## Athora at a glance

**Athora.**  
**A Partner for life,**  
**taking care of**  
**your tomorrow**

**2 Million  
Customers**



Securing financial futures for families across the Netherlands.

**201%**   
**Solvency Ratio**

YE 2024.  
Far above industry benchmarks – stability you can trust.

**€55 Billion**   
**in Assets Under Management**

A testament to our expertise and dedication.

**FitchRatings**

**A–** Global recognition for our financial strength.

**Our brands**

**Zwitserleven**



**820  
Employees**

A highly committed and skilled workforce.

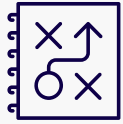
**Strategic Partners**

**APOLLO**



# Our external environment continues to change

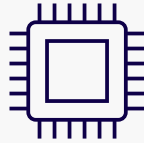
With a focused and decisive approach, we pursue opportunities and deal with threats



## Pension reform

**WTP** is a once in a generation pension reform that will change the dynamics of competition between insurers and between insurers and pension funds.

The **transition** also creates short term **opportunities**.



## Technological advancement

**Technology** is at the heart of everything we do. Technological advancement will help us to transform into a digital first **Business to Consumer** pension provider and become an 'easy to connect with' **partner in business**.



## Market consolidation

In the pension insurers market, a wave of **consolidation** resulted in an even more competitive landscape.

Among the pension insurers, **NN** and **ASR** hold the largest market shares. **Athora** is the third player.



## Navigating uncertainty

Dynamic between rising geo-political risks, evolving customer behaviours and constant regulatory change require resilience and adaptability.

# Two leading pension and insurance brands



**>400K**

*Yearly Customer  
Requests*

**2.7m**

*Policies*

**>130**

*Years of history*

» The Reaal brand is the brand for the **selling individual annuities product (DIL)**

» Reaal is also the brand for the non-selling life service book. This includes individual Reaal customers, as well as customers who have been integrated from predecessor brands, such as AXA, 't Hooze Huys and others



## Zwitserleven

**61.2%**

*Delighted Customer  
Score*

**>1m**

*Customers*

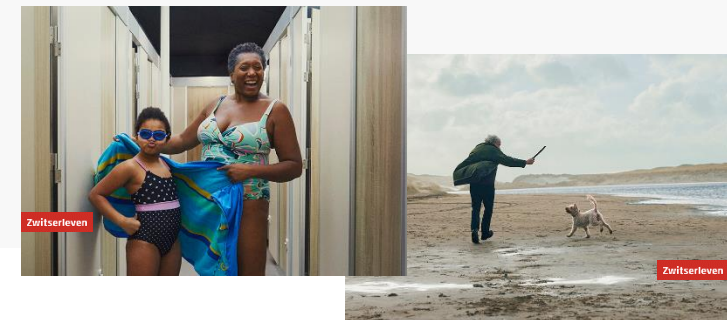
**>120**

*Years of history*

» **Leading player in the pension market** with **significant growth ambitions**. Aiming to engage a broader customer group and assist them in achieving their pension goals

» To further strengthen the market position of Zwitserleven, a **brand repositioning campaign** has recently been launched

***"The Zwitserleven Feeling, a feeling we share"***



# Today's story: the journey of a business architect

**Reaal**


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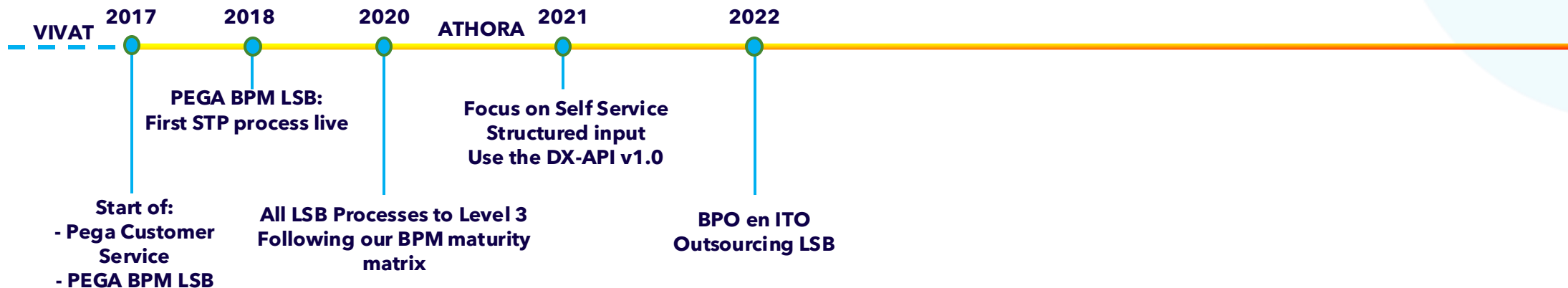
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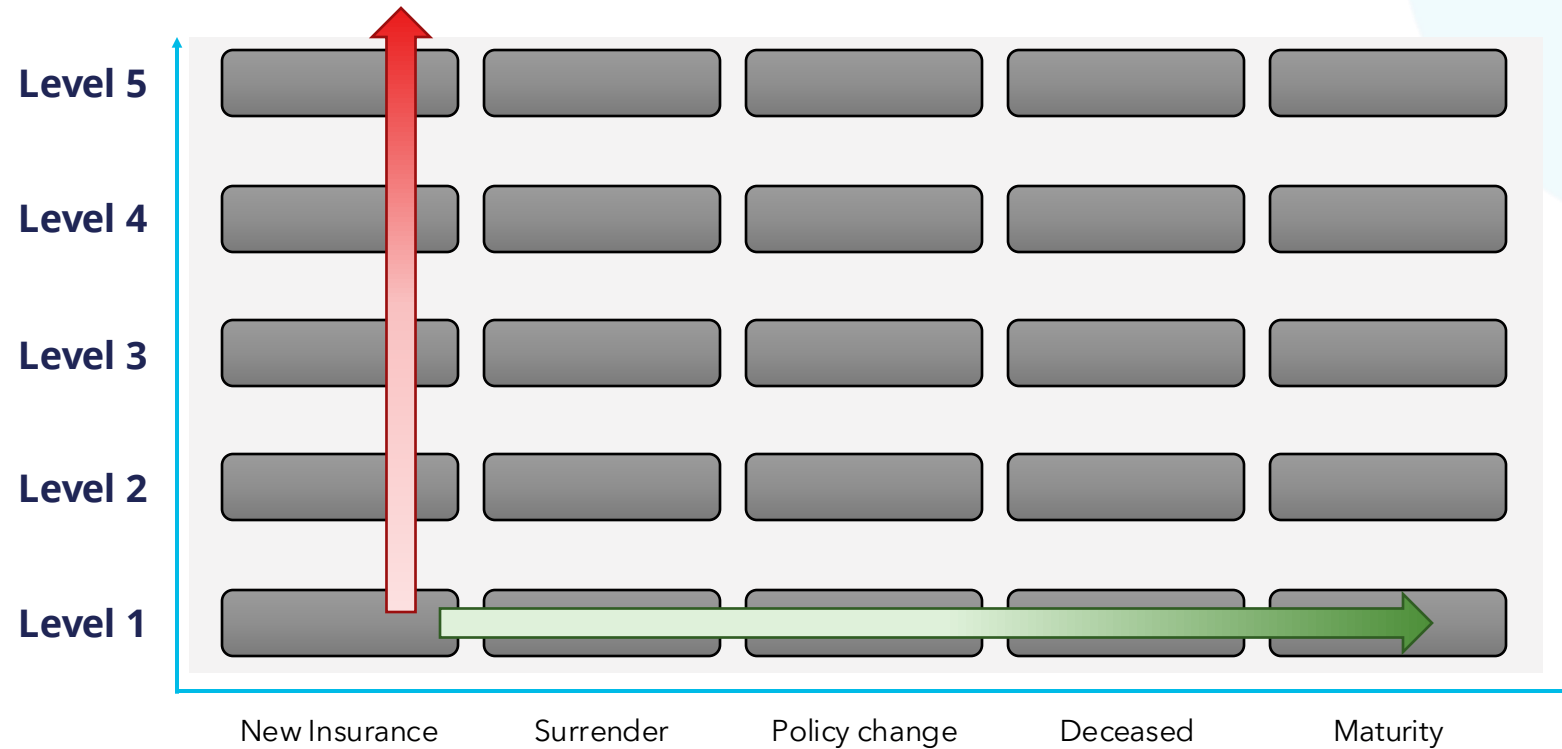
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# The traveling salesman problem for maximizing benefits

Level of automation

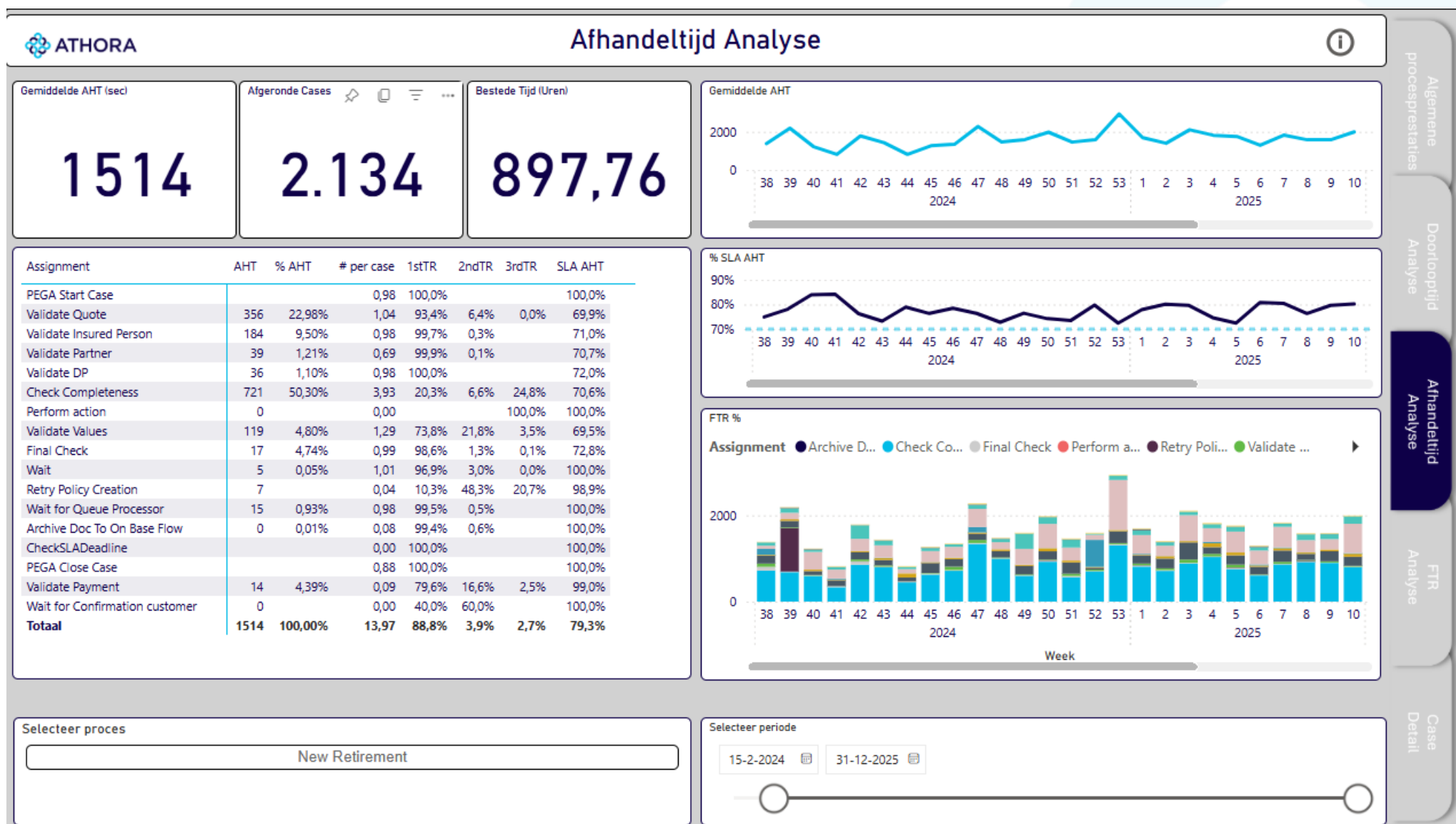


# Our BPM Maturity Matrix helped to find our path





# Let the facts guide you on the road of continuous improvement



# Today's story: the journey of a business architect

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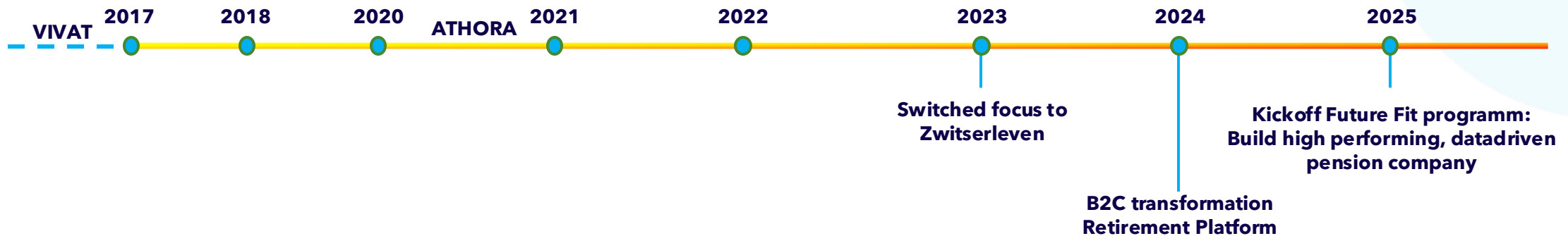
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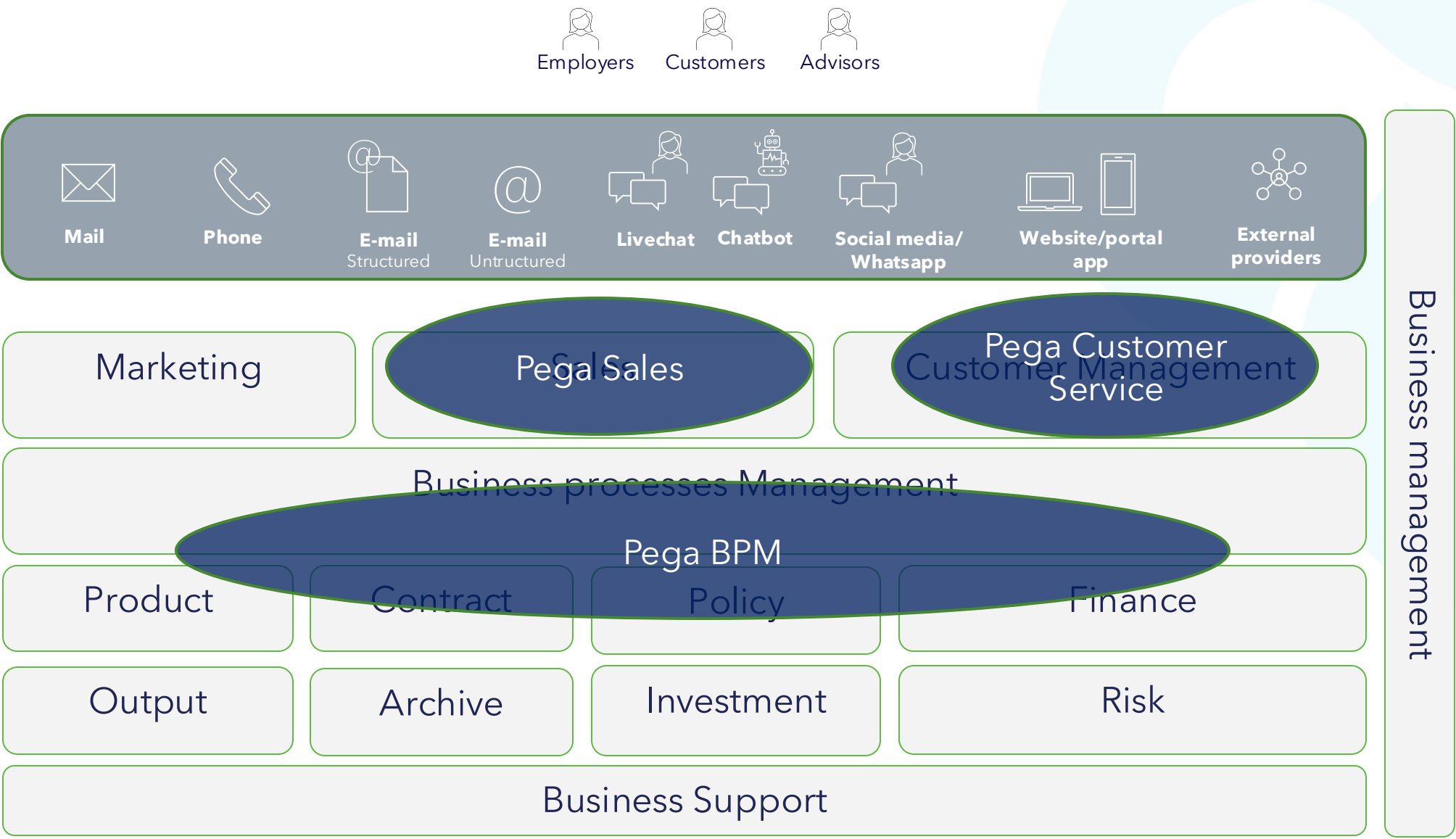
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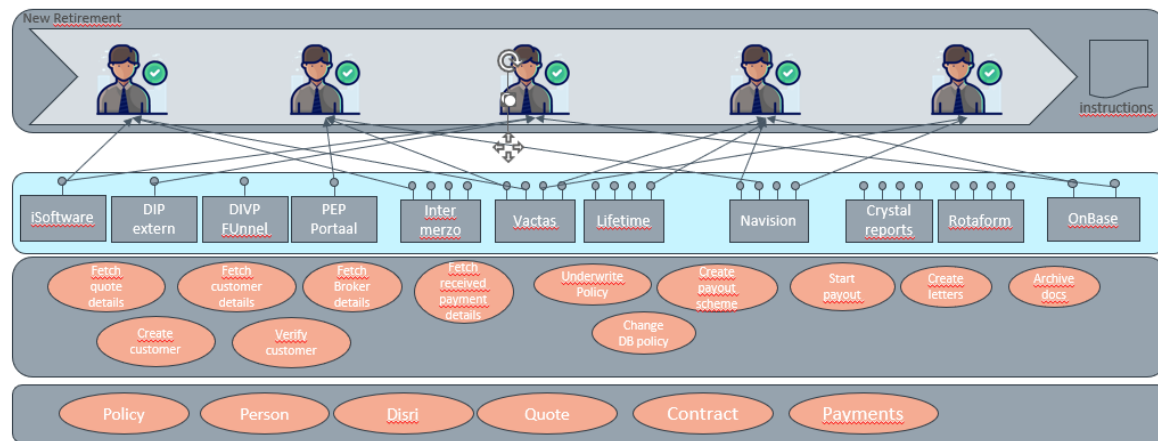


# Use of PEGA applications within Athora pensions

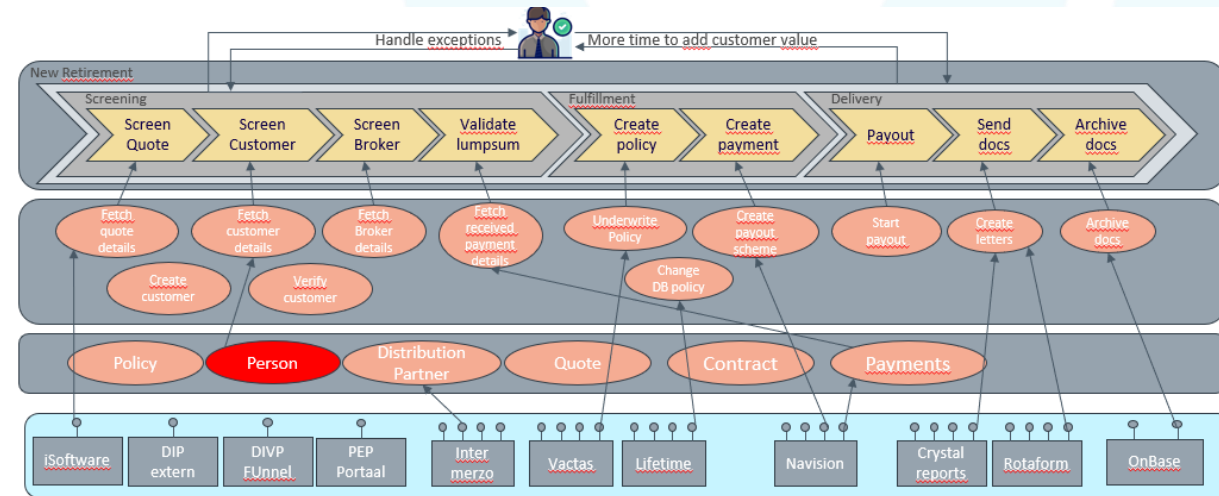


# Future fit with digital business processes for scalable service delivery

## Current



## Future Digital Business Process (BPM)



Efficiency

Transparency

Scalability

Analytics

Accuracy

Sustainability

# Are we future fit?

The business process is our spine

Our conceptual thinking is valid, to be translated into a technical solution

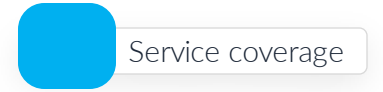
Focus on delivering level 1 processes, before enhancing it with AI

PegaWorld 2024: Shift to Constellation and App Studio



# Global presence

Global Delivery, Local Expertise



10+

Years of Pega experience  
on average across teams

DX API

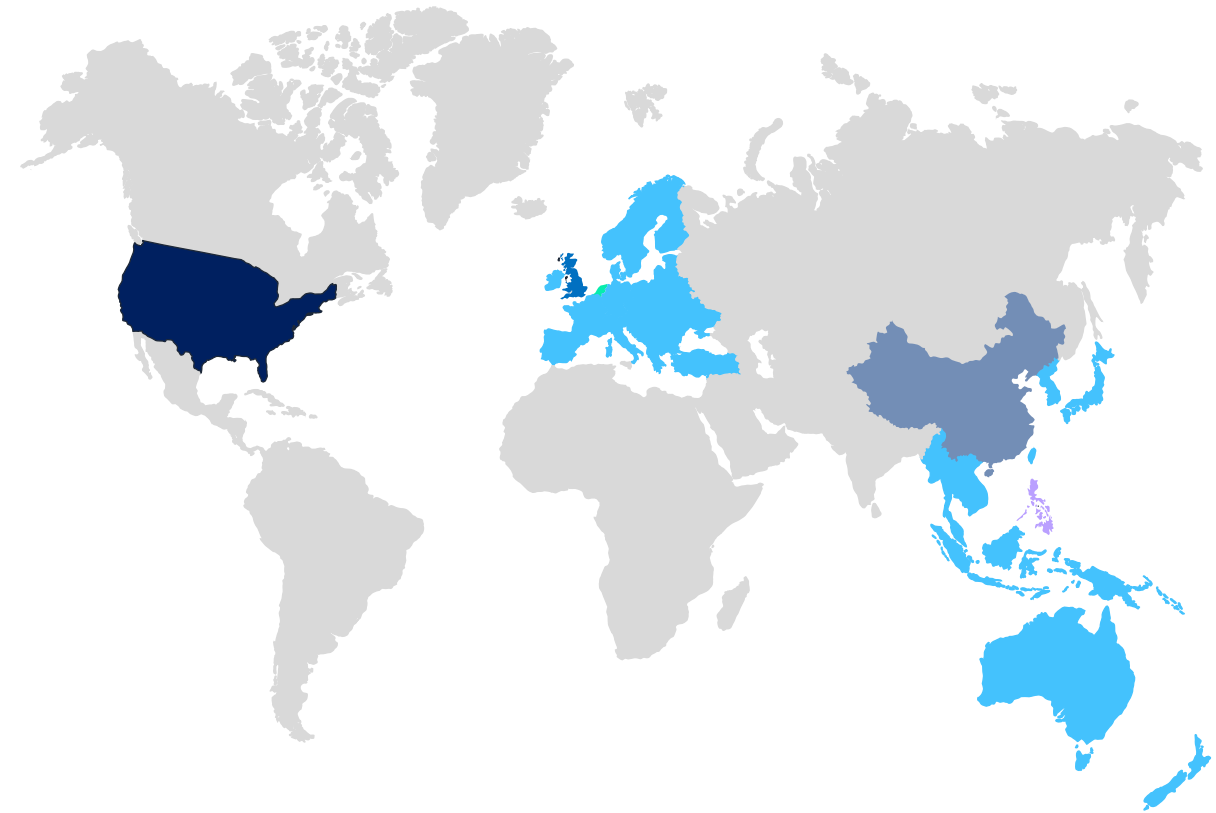
Experts

5

Live Constellation  
Projects

Specialized

Customer Service,  
Platform and Financial  
Services





# Why partner with labb?



## Pega First

- Thorough understanding of broader landscape around Pega
- Honest objective advice on Pega fit, or if it does not
- Constellation first



## Omnichannel Masters

- Providing clarity to the chaos; designing seamless, joined-up journeys that work across all communication channels



## CX Experts

- Blending clarity, usability, and speed, UI experts make Pega look great without breaking out-of-the-box
- Seamless self-service and automation that empower customers and keep upgrades and maintenance light



## Pega Medics

- When a Pega implementation is in trouble, labb to the rescue
- Taming the complexity of the situation, rebuilding trust in the platform and turn it into real business impact and long-term value

# Services Delivered



## Modernisation

- ✓ Constellation
- ✓ Modular design
- ✓ Enhanced architecture



## Governance & Strategy

- ✓ Workshops
- ✓ Center of Excellence
- ✓ Roadmap



## Delivery

- ✓ Modules
- ✓ Designs
- ✓ Best practices







Together we  
tame the chaos  
and lead the  
change



# PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

