

ATLASSIAN + CROSIG

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MARIO ZULÍC  
Scrum Master, Crosig



# Croatian insurer Crosig implements scrum with Atlassian

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Crosig rolled out Jira Software and Confluence to digitally transform, bring scrum to life, find information faster, and manage dependencies across teams.



## EDENRED

Croatia osiguranje d.d. (Crosig) is the largest and oldest insurance firm in Croatia, based in Zagreb.

## INDUSTRY

Financial Services

## ATLASSIAN PRODUCTS & APPS

## LOCATION

Europe, Middle East, and Africa



### Jira Software

Project and issue tracking



### Confluence

Document collaboration

## NUMBER OF USERS

2,500+

## SOLUTION PARTNER

**SmartIS**

## THE CHALLENGE

Croatian insurer Crosig needed to digitally transform to meet rising customer expectations and to stay competitive.

## THE SOLUTION

Crosig set out to become the first all-digital insurer and go agile. To support their transformation, they rolled out Jira Software and Confluence for better cross-team collaboration.

## THE IMPACT

With Atlassian tools, Crosig's users can follow the scrum framework, find information faster, and manage dependencies across teams. Management also loves having more visibility and control.

Today's consumers expect to access services quickly and easily, which has sparked a wave of digital transformation projects. While many sectors are adapting to these rising expectations, the insurance industry has been slower to respond, especially traditional insurers that have been in the business for decades or even centuries.

However, this is not the case with the Croatia osiguranje, or Crosig for short. Despite being the largest and oldest insurance firm in Croatia, Crosig always strives to be at the forefront of new innovations. Now, the company is pushing to become the first all-digital insurer.

To achieve this goal, Crosig's IT department needed to work more efficiently and effectively across teams and with diverse stakeholders. To that end, the insurance company rolled out Jira Software and Confluence across IT and beyond.

## Digital transformation requires change

Founded in 1884, Crosig is a market leader based in Zagreb today with over 2,000 employees. More than 140 of those

employees are in the IT Department, which consists of multiple teams that are integral for the company's digital transformation.

"Before, we had some projects that demanded IT resources and others that didn't. Now, all projects require IT resources, as we need to implement changes in the product, like in the back office, the website, or mobile application. Every little change is felt in every team," explains Scrum Master Mario Zulčić.

Digital transformation requires a high degree of collaboration not only between IT teams, but also with stakeholders such as Crosig's product teams. In the past, the IT Department used physical boards to keep track of projects and tasks. In addition, the insurer developed

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a simple, in-house task management tool (similar to Atlassian's Trello) used by developers. Although the tool served its purpose at the time, it could no longer meet Crosig's needs as project volume, the number of parties involved, and the complexity of dependencies all grew.

## **The goal: transparency, easy processes, and knowledge sharing**

To solve these challenges, Crosig chose to adopt Jira Software and Confluence. Many employees were already familiar with Atlassian tools and had positive experiences using them in previous jobs, so the choice was easy.

Crosig began implementing Jira Software as their new project management and ticketing system, beginning with a pilot with one team in 2020. IT's implementation was completed in late 2021. As of early 2022, the whole team had adopted Jira Software and Confluence.

"We've been trying to bring scrum to life for several years now. However, this does require a rather big cultural shift. Both Atlassian solutions are instrumental in driving this development," Mario says. "Users can find important information more easily, there is transparency to processes thanks to the boards in Jira Software, and we can now identify and deal with dependencies between teams more effectively. Our daily business has been simplified tremendously by Jira Software and Confluence."

➤ Start your digital transformation journey.  
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