

**Río Uruguay Seguros  
trusted Bombieri to  
build their mobile apps.**



# Project Overview

Río Uruguay Seguros (RUS) is an important insurance company with a very strong profile in the insurance market in Argentina. In addition to their certifications, they are characterized by important efforts in Corporate Social Responsibility (CSR). About 6 years ago, RUS invited Bombieri to begin working together in the digitalization path.

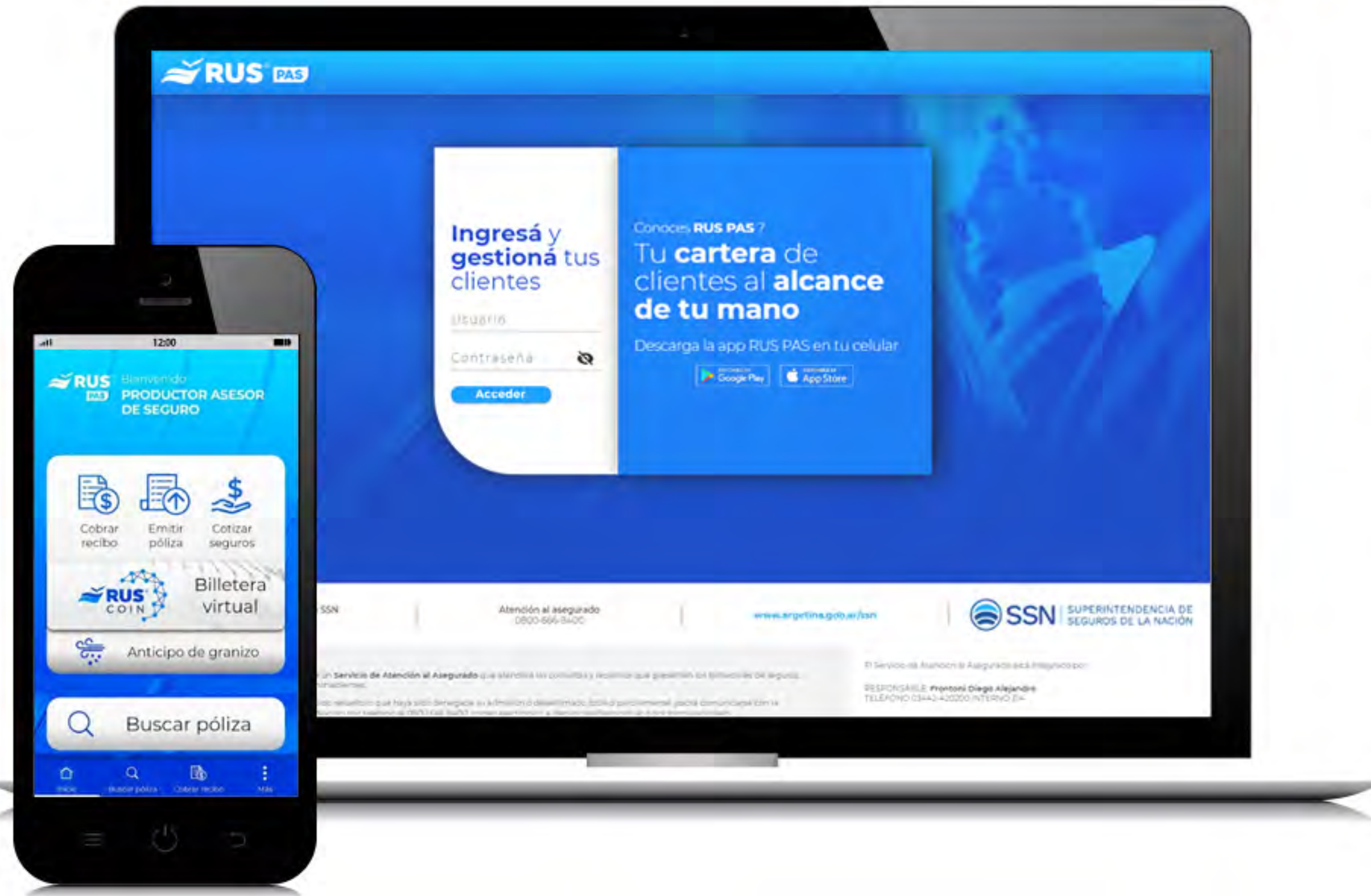
The first project consisted in creating a digital solution to bring insurance brokers and the company more closely together. It was an app for mobile devices that allowed every broker to interact with the core system of the company.

Bombieri's team faced the challenge of adjusting its work method and culture to create solutions together with RUS IT team and other RUS software providers.

Little by little new projects emerged and the relationship between Bombieri and RUS grew. Afterwards, Bombieri's team revamped the original RUS Mobile App and built web portals for insured people and brokers. At present, Bombieri destines an engineering team to build and maintain the end users tools of the RUS Digital Ecosystem, as well as part of the core system together with other software providers.



# Road to RUS Digital



In 2019, Bombieri's team was involved in RUS Digital launch, where we started to work towards the company's digitalization path. Thanks to the successful projects carried out during the last few years.

Nowadays, RUS has a world-class platform that allows them to operate digitally.

# RUS Ecosystem Technologies.

## Blockchain

Bombieri's team participated in the implementation of a broker fidelity system based on blockchain technology, where the benefits are obtained with RUS Coin cryptocurrency.

## Sugar CRM

All RUS solutions that Bombieri built are integrated to the core system and to the corporate CRM.

## Web Apps

The self-management portals for the insured and brokers was built with agile operations in mind, in order to make tasks such as quotation, insurance sales and claims easier, together with other features that digital operations allows for.

## Android/iOS

Since the beginning, the mobile apps developed by Bombieri have been compatible with the latest versions of iOS and Android.



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“Río Uruguay Seguros has developed in technology and, more specifically, in digitalization, and this is thanks to an internal IT team that has worked enormously on time reculturization in the company and to our service providers that are leading companies in the country. It is here that Bombieri enters the scene, they have played a major role since the beginning of the RUS Mobile App and they continue to do so. They have made a continuous contribution, a demonstration of solidarity, in terms of business, technology implementation, and transformation challenges in a company. We have been able to complement each other and they have been able to understand the direction we wanted to take, with modesty and great dedication. They have done a great job over time and we trust it will be much more, and we will keep sharing this life project, after all, a life project of two companies: Río Uruguay Seguros on the one hand and Bombieri on the other, because our destinies are bound together and this is endless.”



**Cdor. Juan Carlos Lucio Godoy**

CEO at RUS

