centris

From customized output to standardization

kwsoft® Experience | November 9, 2026



Why standardize output in particular?

My journey into OMS – unplanned and intense

Getting started

- A different role at Centris
- Called into a critical customer project
- A dedicated task force needed

My initial thoughts

- “OMS? Creating PDFs.
- How complicated can it be?”
- Reality showed the opposite.

The reality

- More than six months of task force work
- Overtime and escalations
- Very high project costs

An operational crisis led to a mandate to rethink things fundamentally.

The turning point: Why not work together?

Long implementation times

Specification, development, and testing took a very long time.

Complexity and costs

Individual rules, layouts, and interfaces increased effort and risk.

Recurring requirements

Many needs were similar, yet implementation remained customer-specific.

A new mandate

Develop a cross-functional standard, reduce costs, and deliver faster.

Not every document needs to be reinvented every time.

What insurers expect today – all at once

Speed
Implement changes quickly.

Individuality
Their own brand and a tailored approach to their policyholders.

Cost-effectiveness
Predictable costs, low implementation and maintenance effort.

Quality and security
Stable processing, traceable tests, and secure releases.

This tension is precisely what makes a shared standard valuable.

Starting point

Individual. Complex. Slow.

Challenges

- Many documents and special cases
- Highly customized solutions for each customer
- High effort required for changes
- Long lead times and risky releases

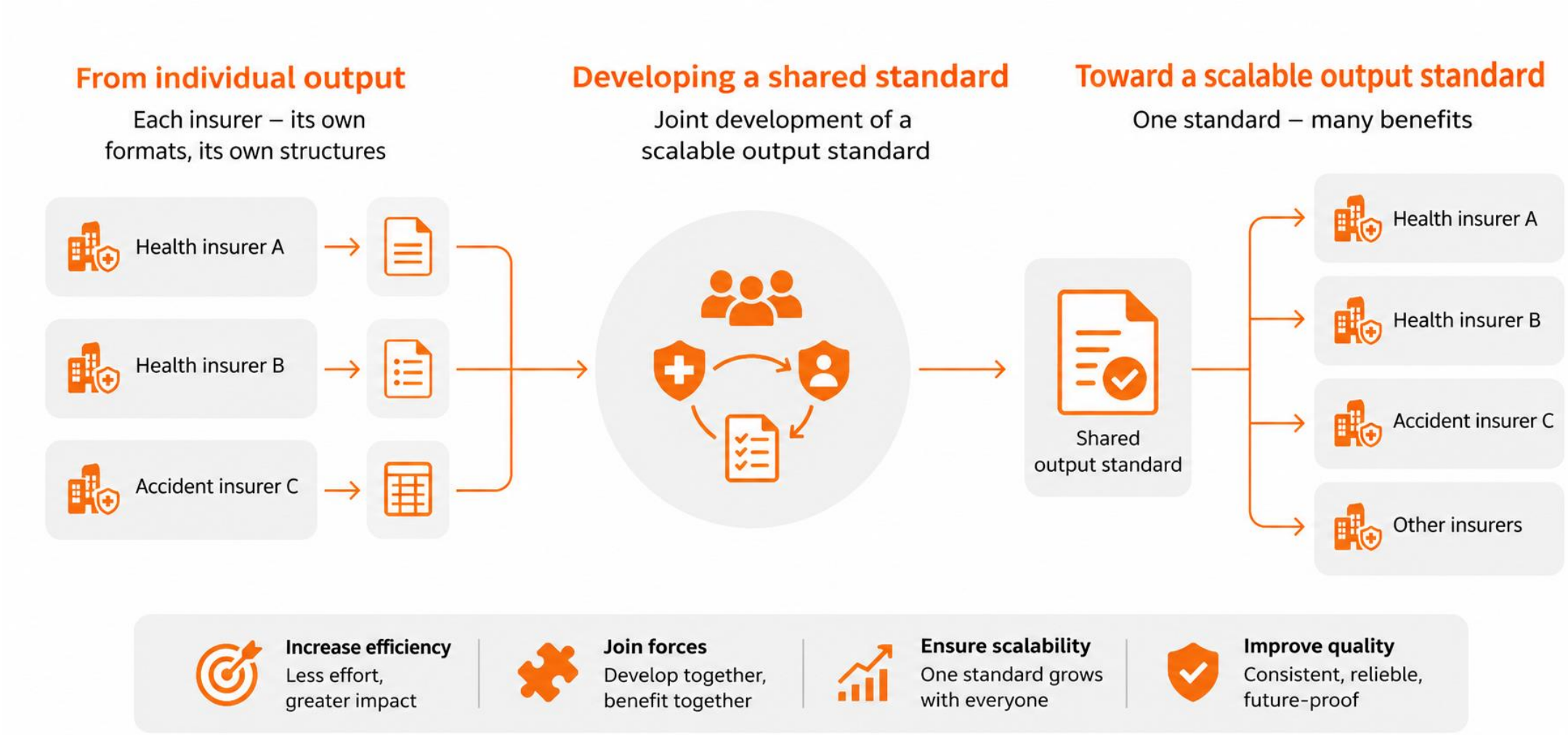
Impact

- Long implementation times
- High costs
- Dependence on specialized knowledge
- Limited flexibility

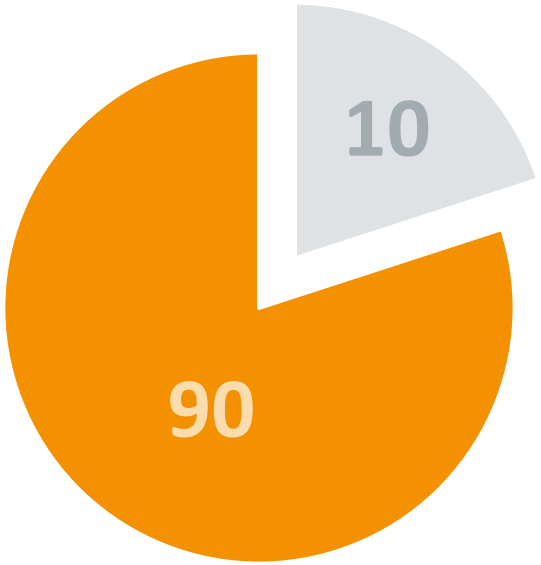
Output is not a product – it's a project every time.

Together toward a scalable output standard

How Centris, as an IT provider, worked with health and accident insurers to develop a scalable standard



The key insight



90% Standard

Fundamentally the same for all customers – shared logic, templates, and rules form a stable foundation.

10% Customer-specific

Individual rules and customer-specific requirements – only where truly necessary.

Critical success factors

Standardize. Centralize. Simplify.



Standardize

- Shared, defined templates
- Focus on 90% standard, 10% customer-specific
- Clear guidelines, maximum flexibility



Centralize

- Central logic in M/TEXT
- Reuse through inheritance
- Separation of standard and customer-specific elements



Simplify

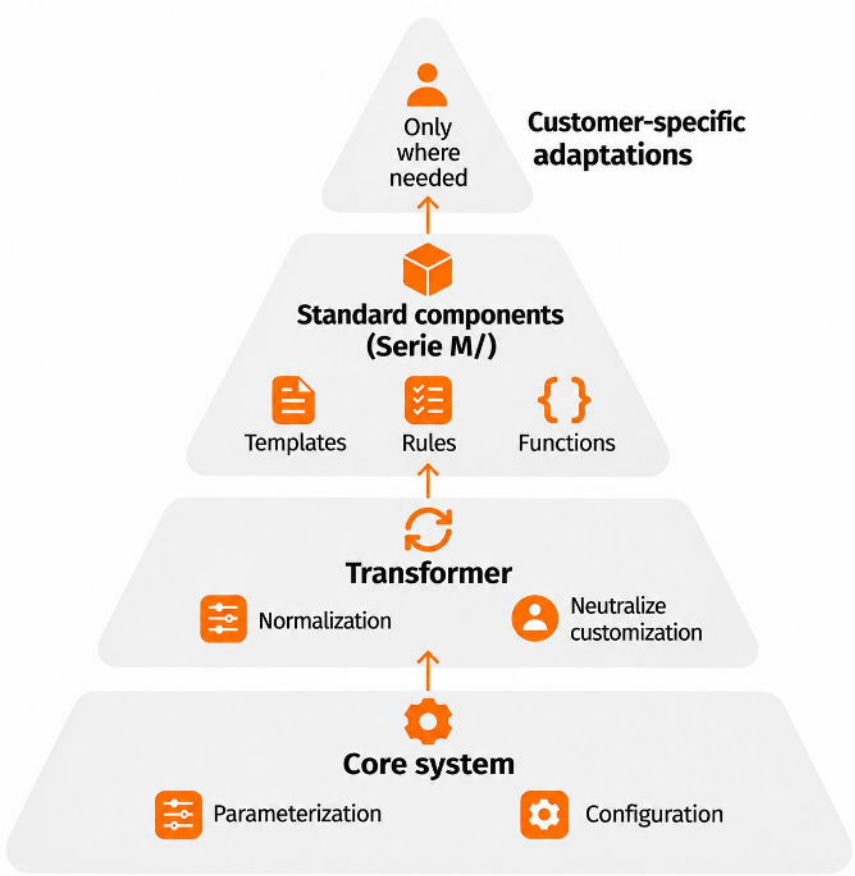
- Shift left – logic earlier in the process
- Less complexity in output
- Better maintainability and clarity



A clear standard – flexibly extensible.

Clear separation, strong collaboration: Core system & OMS

Simple. Reusable. Scalable.



Core system

Parameterization and configuration as a stable foundation for all customers.

Transformer

Normalization neutralizes customization.

Standard components (Serie M/)

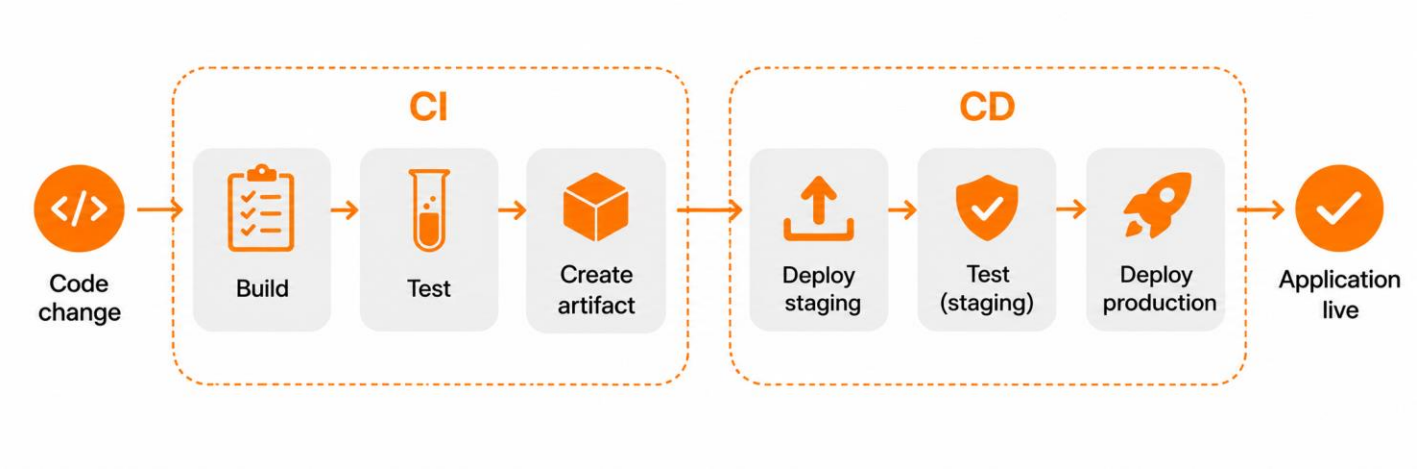
Reusable templates, rules, and functions as a shared foundation.

Customer-specific adaptations

Only where truly necessary – clearly separated from the standard.

Delivery reimagined

Fast, secure, and fully automated



CI/CD pipeline

Fully automated – releases every two weeks, daily releases are technically possible.

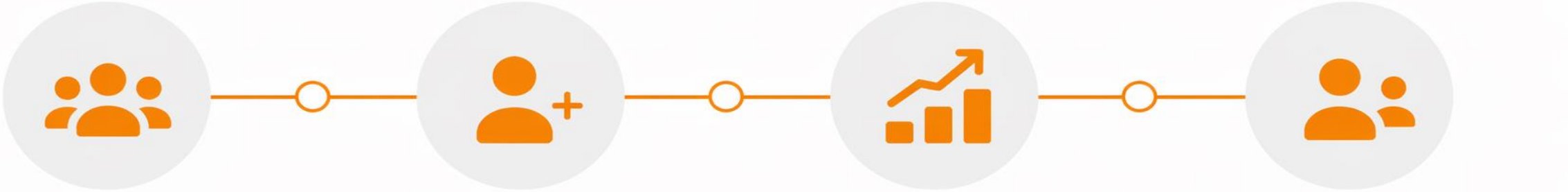
Quality & security

Automated tests at all levels, PDF comparison as a regression test.

Speed without compromising quality.

3 customers live – one standard

Developed together. Proven in production.



3 customers

Joint development of the standard – experience and requirements feed directly into it.

+1 customer

First customer acquired for standardization who was not involved in its development.

5 customers

Monthly user community – discussing changes and new features together.

3 customers

3 customers live: The shared standard proves itself in daily use.

Results & added value

Sustainable. Efficient. Future-proof.

Faster

Shorter implementation times and faster adaptations thanks to a clear standard architecture.

More efficient

Less individual effort through maximum reuse of proven components.

More stable

Automated tests enable faster releases while maintaining consistently high quality.

Future-proof

Scalable architecture for further growth – faster onboarding of new customers.

We have standardized not only the output – but also how it is created.



www.centrisag.ch

Nadine Heri
Business Owner