

 Windows 11 Pro

**Onward**  
with security  
that lets HUG HUB  
bring insurance  
into the digital age



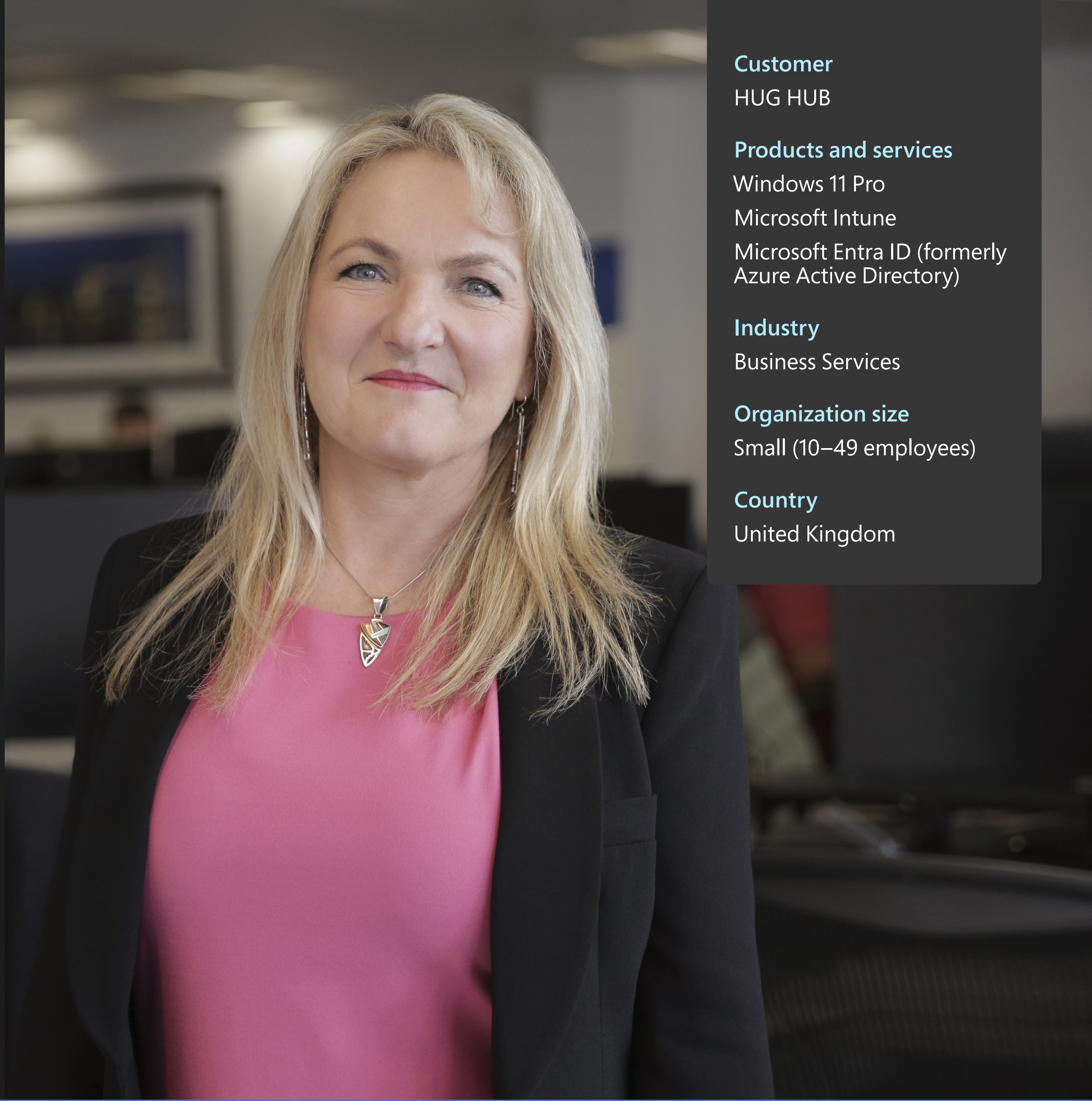


## About the company

London-based HUG HUB had a bold idea: to make insurance self-service and customer friendly. In other words, to refresh an industry built on legacy systems that were never designed for the digital age. To accomplish this goal, the company created a platform that simplifies interaction and engagement across all kinds of insurance products—auto, home, and others—into one seamless experience for insurance retailers and their customers. It's a software hub that "hugs" all of the buyer's insurance needs in one place, hence the name.

HUG HUB's developers work with each client to build a personalized portal that allows them to sell end-to-end insurance services. The portal is so user friendly that customers can actually buy and manage their own policies.

HUG HUB has grown rapidly. With more clients, more servers, and more developers working remotely, the company combined Windows 11 Pro devices with cloud services to keep working at peak efficiency while protecting their source code and customer data.



**Customer**  
HUG HUB

**Products and services**

Windows 11 Pro  
Microsoft Intune  
Microsoft Entra ID (formerly Azure Active Directory)

**Industry**

Business Services

**Organization size**

Small (10–49 employees)

**Country**

United Kingdom



**“We have an environment that’s secure, works seamlessly, and allows us to concentrate on making insurance customer friendly.”**

— Slava Solovei  
Chief Technology Officer, HUG HUB



**“Having preconfigured devices with the right security settings was a huge time-saver”**

Slava Solovei, Chief Technology Officer at HUG HUB, recalls: “Once we built the initial prototype and proved the concept, our team expanded from a few people to over 30. We wanted to make sure that all of their devices were secure, and their access to the system was secure. And we wanted to do it in a standardized, prebuilt way so there’s no human error.” Slava used Windows Autopilot<sup>1</sup> for zero-touch deployment of business-ready devices, configuring all security policies via Microsoft Intune and Microsoft Entra ID (formerly Azure Active Directory). He was able to save time and quickly onboard new employees, while protecting them with multiple layers of security built into Windows 11 Pro, including TPM 2.0 and enhanced phishing protection with Microsoft Defender SmartScreen. As he notes, “The number of security attacks, like phishing emails, has intensified. But we’ve stayed ahead of threats. And everyone’s drive is encrypted—so if anyone loses their device, no one gets access to the data.”



## “Windows 11 Pro just works, so I can concentrate on doing what I do”

Slava isn't your typical CTO. "I wanted to be a professional juggler," he says. "I worked in the circus through my university days; I even made it to the top 50 in the world in technical juggling." As head of technology at HUG HUB, he still has to keep several balls in the air; but this time, he has a helping hand: "With Windows 11 Pro, it's great because everything just works. All of the apps just work. Things are secure and preconfigured exactly as I like them to be." Managing his fleet of devices remotely is easy, he says. As for the upgrade from Windows 10, he points out, "No one seems to have even noticed it. From a developer perspective, we just want it to work and not get in the way of us doing what we want to do, which is build insurance software. We want it to be fast. We don't want it to crash. Windows 11 Pro hasn't slowed us down, and I think that's the biggest compliment a developer can give."



## “People want to be treated as customers, not as policy numbers”

Slava loves solving problems that everyone faces. And he notes that, "Windows 11 Pro gives me the confidence to bring the insurance industry into the digital age." He adds that the best part of his job is looking at industry challenges in a different way and coming up with a unique solution. What's his dream for HUG HUB? "To create an environment for consumers to manage their insurance with the same ease that they manage their shopping." He's working on it, as he explains, "We were able to string together a solution that spans so many different things within the industry and made it configurable and customer friendly, in a way that hasn't really been done before. And we're really excited to be able to scale it further, now that we've proven the concept."



“Windows 11 Pro helps me seamlessly work anywhere and always be available for my clients.”

— Caroline Jakobsen  
Project Manager and Business Analyst, HUG HUB



## Making insurance painless, one client at a time

As Project Manager and Business Analyst at HUG HUB, Caroline Jakobsen travels a lot. Windows 11 Pro combined with cloud services keeps her secure and productive across locations. As she explains, “I need to manage my team and be available for my clients so that we can be as efficient as possible and meet our deadlines.” Living near the Thames, Caroline starts and ends her day commuting on a clipper boat, so it’s key that her device has powerful security built-in and enabled by default. She notes that, “I can work anywhere securely, whether that’s from the boat or a café, at my office or the client’s. I was in South Africa recently, and I worked remotely for three weeks—my client didn’t even know I wasn’t in London!”





## Using Windows 11 Pro as a force multiplier

A self-professed multitasking queen, Caroline takes advantage of intuitive experiences and multiple 4K monitors with Windows 11 Pro to save time and get more work done. She explains, "If I'm doing data analysis, I like to use three monitors; I can compare from one screen to the other, while keeping tabs on my emails or other applications. I can flip between doing something for the team and handling a client query." While managing a project, she can switch locations and pick up where she left off with seamless redocking. As she notes, "When I come back, everything is exactly as it was before, so I can keep working without interruptions. And it's really great having settings for longer battery life in my Windows 11 Pro device. In London we walk a lot between meetings, and I don't want to have to lug my battery pack with me. At the end of the day when I'm on the boat, I just go through all my open tabs and it'll remind me what I need to do."



## Changing the way insurance works

Caroline wants HUG HUB to become widely known for making everyone's lives easier: from brokers to individuals to companies that need insurance. And she's proud of the systems she helps develop for her clients. As she explains: "I like being involved in the big picture of everything, and my Windows 11 Pro devices allow me that. I'm just one person, but together we can make really big things happen. I need input from the client; I need the developers and the testers and the management team and the analysts; we all come together to

produce something great that can change people's lives and perceptions. Changing the way insurance works and making people's lives easier, that's what gets me up in the morning."

HUG HUB is transforming the insurance industry into a self-service model. As the company experiences rapid growth, Windows 11 Pro, combined with cloud services, keeps their remote employees at peak efficiency while keeping their sensitive customer data and source code secure.



Learn more about how Windows 11 Pro is helping other businesses go onward.

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