

**CASE STUDY**

# Securian Financial and Businessolver's relationship drove higher participation

**Securian Financial and Businessolver's relationship minimized HR workload through an easier implementation process and greater coverage visibility via Secure Insights®**

**About the client:**

Automotive manufacturing

- Vehicle technology
- 18,600 lives
- 55 countries

**Client goals:**

- 1** Enhanced enrollment experience
- 2** Simplify administration
- 3** Reduce costs

**Key reasons client sought out Securian Financial's solutions**

- Ease of implementation
- Robust plan analytics through Secure Insights
- Streamlined administration such as automated retiree claims filing

**Benefits and outcomes:**

- Increased accident insurance participation by 10%
- Increased critical illness insurance by 8%
- Increased hospital indemnity insurance by 32%
- No cost implementation

Securian Financial and Businessolver case study as of 04/2025

Securian Financial's strategic partners are not affiliated with Securian Financial Group, Inc., Minnesota Life Insurance Company, or Securian Life Insurance Company. Each strategic partner is responsible for the services it provides and no strategic partner has the power or authority to obligate or bind Securian Financial in any manner beyond that to which the parties contractually agreed.

Insurance products are issued by Minnesota Life Insurance Company or Securian Life Insurance Company, a New York authorized insurer. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its subsidiaries. Minnesota Life Insurance Company and Securian Life Insurance Company are subsidiaries of Securian Financial Group, Inc.

**Securian Financial Group, Inc.**  
[securian.com](https://www.securian.com)

400 Robert Street North, St. Paul, MN 55101-2098  
©2025 Securian Financial Group, Inc. All rights reserved.

F96813-4 4-2025 DOFU 4-2025  
4386511