



ARAG One of the First in Germany to Test AI Tool Microsoft 365 Copilot

Düsseldorf Insurance Group Participates Exclusively in the Early Access Program

The Microsoft 365 Copilot Early Access Program (EAP) is only open to a small number of companies in Germany. One of them is the insurer ARAG. The Düsseldorf-based group now has the exclusive opportunity to introduce and extensively test the AI-based virtual assistant with the close professional support of Microsoft. This is yet further proof of ARAG's high level of digitalization, which was a decisive factor in its selection as an EAP participant by Microsoft.

The novel virtual assistant Microsoft 365 Copilot uses artificial intelligence (AI) to connect a wide range of program components and is thus expected to significantly simplify many tasks. "Everyone is talking about the new opportunities AI provides. We will grasp them," emphasizes Dr. Renko Dirksen, Speaker of the Management Board of ARAG SE. ARAG is one of the few companies in Germany that has been selected by Microsoft to deploy and test the AI-based tool before its official launch. "This collaboration makes us very proud. It underscores how strong we are in digitalization and will help us gain a clear edge in the use of AI," says Dr. Renko Dirksen.

"ARAG is an ideal company for the Microsoft 365 Copilot Early Access Program (EAP). Its mindset and speed of adoption are a perfect fit for us. We have been working closely with ARAG for a long time and know it to be a progressive company. Despite its size, it can make decisions quickly and work in a very agile way. Its lean, direct culture strongly aligns with that of Microsoft," said Oliver Gürtler, Small, Medium & Corporate Leader and member of the executive team at Microsoft Germany. "When it comes to integrating AI, ARAG is extremely advanced compared to other companies and can therefore provide us with particularly valuable feedback on the use of Microsoft 365 Copilot."

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The ARAG Group is the largest family-owned enterprise in the German insurance industry and has positioned itself as a versatile quality insurer. It is the leading legal insurer worldwide. Active in 19 countries – including the US, Canada and Australia – ARAG is also represented by international branches, subsidiaries and shareholdings in numerous international markets in which it holds a leading position as a provider of legal insurance and legal services. Besides legal insurance, it offers its customers in Germany its own unique needs-based products and services covering casualty and property insurance and health insurance. With more than 4,700 employees, the Group generates revenue and premium income totaling over €2,2 billion.

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