

## Towers Perrin

### International consulting firm automates document creation to reduce costs and production time



#### Business overview

Towers Perrin is one of the largest international management and employee benefits consulting firms in the world. It has 8,000 clients, many from the world's 500 largest companies, including Union Carbide, for whom it designed one of the first pension plans in the United States in 1917. Towers Perrin has provided an array of integrated human resource services, communications services, and general management services to a wide range of organizations for more than 50 years. The firm attributes its success to an ability to keep costs down without compromising delivery of superior products and services.

#### Challenges

Since the 1980s Towers Perrin has generated personalized employee benefits statements for its corporate clients with software from EMC® Document Sciences®. Towers Perrin and EMC Document Sciences worked together to deliver customized communications services and documents to a global clientele.

Over time Towers Perrin's Human Resources and Communications Division noted that its corporate clients were having difficulty communicating to employees the importance of retirement planning and company-sponsored benefits programs. The benefits statements produced by Towers Perrin needed to better illustrate financial concepts in ways that were understandable to employees.

Towers Perrin needed the ability to create easy-to-read graphs and charts for its benefits statements. It needed to automatically produce graphics in-house, along with text and other elements required for the documents. In addition, the firm needed a software upgrade to its EMC Document Sciences system that could work with reusable components in a low-cost manner, thereby keeping quality up and customer prices down.

#### EMC solution

Towers Perrin and EMC Document Sciences worked as a team to upgrade and customize its integrated document production system and add graphic capabilities. The firm added EMC Document Sciences' powerful and flexible dynamic content publishing solution, which enables Towers Perrin to compose personalized benefits statements and automatically generate professional graphs and charts that add value for the customer.

EMC Document Sciences' dynamic content publishing solution allows all data, text, and graphical objects to be normalized according to Towers Perrin's preset business rules and styles. Financial charts and graphs that clearly illustrate key points can now be standardized and placed on various documents. The firm's employees can quickly view documents online, customize them, and output

them across multiple platforms and devices. Towers Perrin can use its EMC Document Sciences system to stay competitive in the era of electronic business because it allows document output to CD-ROM, web, and print media formats.

The upgraded system also features an application that provides user-friendly access to create, revise, manage, and assemble independent document components. With customizable and reusable graphics and textual objects, high volumes of benefits statements can now be generated, modified, and published on demand with less manpower. Towers Perrin saves time and money, while adhering to its high-quality standards.

With the EMC Document Sciences upgrade complete, Towers Perrin's system is now platform-independent. It is a logic-driven, 32-bit application that enables advanced graphical design functionality and cutting-edge dynamic content publishing and management capabilities. It has an open architecture that accommodates single uses and enterprise-wide document production equally well, making it the perfect upgrade for Towers Perrin's continuously growing client base.

## Summary

The implementation of EMC Document Sciences' solution at Towers Perrin has allowed the company to achieve all of its dynamic content publishing goals. By achieving these goals, several measurable return on investment benefits have improved Towers Perrin's bottom line, including:

- **Extra value added**—Each document is personalized for the specific client with graphic illustrations, adding value above and beyond a standardized statement.
- **Reduced production costs**—Reusable components and less manpower required for document production results in significant savings.
- **Decreased production time**—Users can enter data from any networked location to be automatically formatted, batched, and printed when no customization is needed, thereby reducing production time.

## About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at [www.EMC.com](http://www.EMC.com).



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