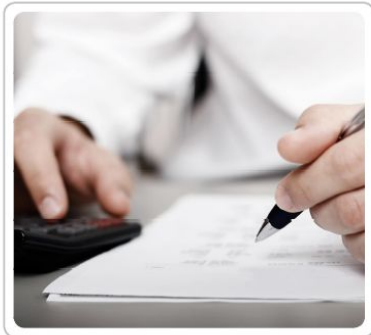


American United Life

Time to market improved by 50 percent, new products launched simultaneously



Business overview

American United Life Insurance Company (AUL), based in Indianapolis, Indiana, is a financial services company offering 401(k) and other retirement plans; individual, group, and credit insurance; and annuities. The company has three operating divisions that provide products targeted to different audiences and distribution channels: AUL Retirement Services, Group Division, and Individual Operations. AUL, which is a subsidiary of OneAmerica Financial Partners Inc., has nearly \$10 billion in assets and more than \$200 billion in life insurance in force.

Challenges

It used to take a significant effort for AUL to produce all the changes required by state regulatory agencies to its individual products policies. Every edit to the standard policy, even a single word, meant mainframe programming, which had to be prioritized against other IT projects. Meanwhile, the marketing group hesitated to introduce new products into states where policy pages were not yet ready, resulting in lost revenue opportunities. When the company did go ahead with regional rollouts, producers often had to wait before beginning to sell the product. By that time, information had been forgotten, and enthusiasm and momentum were lost.

The policy development process was tedious for everyone involved, and there were many opportunities for error. Documents initially created in Microsoft Word by the actuarial, compliance, and marketing groups had to be rekeyed and coded by IT. Composed documents were reviewed by the business experts and marked up with corrections for IT. Most policies went back and forth several times in an inefficient collaboration that underutilized the skills and expertise of both groups. Then several rounds of review and revision would begin, with compliance experts checking the composed document and marking up changes.

EMC solution

AUL Individual Operations, a long-time EMC® Document Sciences® customer, solved these problems by installing a new, easy-to-use front end to its automated composition system. The EMC Document Sciences software enables AUL business users to develop new policies themselves, at their desktops, and make state-required changes when received from state agencies.

The software includes graphical tools for defining a document's structure and specifying business logic that determines how text components will be assembled, including which data will be pulled off the company's administration system during batch production for insertion into personalization fields of individual policies. Automated document assembly can be previewed on the business user's workstation, with test pages output to local printers.

The process is efficient because the business experts who understand policy content and know what state regulators want are the ones creating and editing the documents. When questions arise, they can be answered within the department where the work is being performed.

Accuracy has improved because programmers are no longer rekeying documents and pages no longer need to make several circuits between IT and the business groups. In addition, scarce IT programming resources have been freed up for other projects.

Meanwhile, in some of these projects, the EMC Document Sciences solution is proving as valuable a tool for IT as it is for business users. IT staff used the solution, for example, to create personalized tax letters for customers in a fraction of the time it would have taken without the new software.

Summary

AUL Individual Operations has used EMC Document Sciences software to remove policy creation from the critical path for product development. Today the division's product marketing group can assume policy pages will be ready for automated production at launch, with state-requested variations available as well. Key results include:

- **Prepared for state rollouts**—While AUL cannot control the time state agencies take to review new products and request revisions, the company can now make those revisions upon receiving them. As a result, AUL is able to have policies ready for all states at launch times.
- **Reduced IT programming costs**—AUL IT has empowered business users to develop their own policy pages. EMC Document Sciences software is being employed for a variety of tasks, including creation of personalized letters to customers. With EMC Document Sciences software, less technical staff members can graphically specify the business logic to pull customer data into mass-produced letters, which enables the technical IT staff to focus on other projects.
- **Increased efficiencies, fewer redundancies**—Actuarial and compliance experts, who understand content and what state regulators require, are now in control of the entire document creation process, which enables greater speed and efficiencies. Before the EMC Document Sciences solution, documents were turned over to IT, which had to rekey and code them.

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.



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