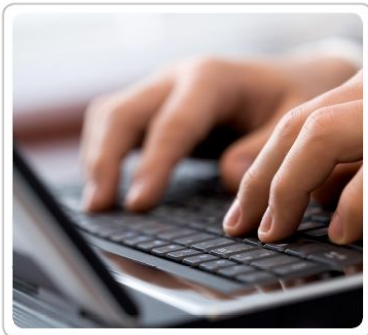


Life Insurance Company

Automating document production to reduce development time by 90 percent



Business overview

Headquartered in the northeastern United States, the company offers life insurance and related financial products (for example, annuities) to individuals and groups. The company is part of a global, growth-oriented, diversified financial services organization with more than 31,000 employees serving over 10 million clients. The parent organization is a Fortune 100 company that had \$335 million in net income in 2004.

Challenges

The company's document generation process was long and involved. The compliance group first created a document in Microsoft Word and then forwarded it to a business analyst, who communicated any rules and changes to IT for implementation. Depending on the number of changes required, the document could go back and forth several times. The inefficiency of this method consumed significant time and resources.

Time was a key business problem. It could take an entire year to produce an annuity contract. Most annuity contracts change constantly. To remain competitive, companies selling the contracts must be increasingly responsive to the marketplace.

EMC solution

The company will be using the EMC® Document Sciences® dynamic content publishing solution for its contracts and policies, and plans on using EMC Document Sciences xPression® xRevise for its group contracts and prospectuses. The technology will first be used to generate documents in print and PDF formats, with future plans to archive PDF versions of the documents.

xPression is being installed on a Windows platform running WebLogic and will be integrated with a number of systems:

- **Individual annuities:** Data for policies come from Computer Sciences Corporation's Vantage administrative system. A PDF archive copy will be sent to the FileNet imaging/archive system.
- **Group annuities:** Data for contracts are gathered in a customized web application. A PDF archived copy will be placed in the FileNet archive.
- **Large markets:** The company's Large Corporate Markets Division is moving to a hosted administration system, Andesa.

The company selected EMC Document Sciences xPression over competitive offerings, mainly because xPression better met the company's cost and technology requirements. The company found several xPression attributes attractive: the solution was compatible with its Java EE architecture and

provided the much sought-after functionality and time-to-market improvements. Additionally, EMC Document Sciences delivered an interactive, customized, and helpful demonstration, which showcased xPression's many different applications.

Ahead of schedule and below budget, the initial implementation phase was a tremendous success, allowing the company to roll out the product to 20 more states than originally planned. The company is expecting xPression to reduce its document development costs and increase its sales due to a more competitive, quicker time to market. A 90 percent reduction in document development time is anticipated as a result of the conversion.

The company has been so happy with the results of the xPression implementation that it is anxiously awaiting new releases of xPression and other EMC Document Sciences products.

Summary

The life insurance company's old document generation process was long and involved, consumed significant time and resources, and challenged its competitiveness in the marketplace. EMC Document Sciences xPression, specifically xRevise, enabled expectations of reduced document development costs and increased sales due to a faster time-to-market outcome. Automating document production was expected to reduce development time by 90 percent.

About EMC

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