

# *With Streamlining and Service at a Premium, - Esker DeliveryWare Platform Delivers*

In the insurance industry today, information delivery is absolutely crucial to continued success. Facing new sources of competition, evolving regulations, rising costs, shrinking margins, and the changing expectations of policyholders, agents, and producers, insurance companies are challenged to streamline processes while improving service to information recipients. Esker DeliveryWare Platform brings both goals within reach. An intelligent multi-document server, Esker DeliveryWare Platform automatically delivers vital insurance information in preferred formats – faster and at a lower cost than other means.

## DOCUMENT CHALLENGES

Personal or business, property/casualty or life and health, insurance operations rely heavily on documents for claims, sales, marketing, underwriting, product development, financial, actuarial, and IT. In the new insurance world, the value of documents is no longer measured by production cost and regulatory requirements alone.

With every document representing an opportunity to maintain or increase market share, competition demands that insurance companies also view information delivery as a strategic tool to support business processes and strengthen relationships.

Insurance companies need an information delivery solution that not only helps increase profitability and control expenses, but also improves service to policyholders, agents, business partners, and employees.

What if insurance companies could custom-deliver quotes, policies, claims, confirmations, reports, marketing communications, and other information in the formats most appropriate for the specific recipients?

What if there were a software product that could recognise information, create documents and messages in any format, and send them to recipients automatically and instantly – without requiring application changes?

What if that solution integrated seamlessly with virtually any host- or network-based system?

With Esker's revolutionary Esker DeliveryWare Platform product, "what if" becomes what is.

## ESKER DELIVERYWARE PLATFORM ANSWERS

Esker DeliveryWare Platform is a single-platform intelligent information delivery server that transforms business data into multiple new document formats – HTML web pages, email, PDF, fax, wireless message, or print – and delivers them in any volume, to any recipient.

Esker DeliveryWare Platform captures data from IBM mainframes, AS/400s (iSeries), Unix hosts, other TCP/IP hosts, or any front or back-office Windows application. Featuring a revolutionary intelligence technology called General Document Recognition™ (GDR™), Esker DeliveryWare Platform recognises the content of incoming data and uses it to identify document type and recipient, create new recipient appropriate documents, address them, and transmit them to almost any client device.

Most importantly, Esker DeliveryWare Platform does it all with server-based automation, dramatically accelerating document delivery and eliminating the need to modify application-level code.

Esker DeliveryWare Platform takes its power to handle the highest document volumes from an Esker server bred in the mainframe world – the Faxgate® server, a production-fax workhorse for 15 years. Now re-engineered as the Esker DeliveryWare platform, this powerful server – running a single Pentium processor – converts, addresses, and delivers thousands of documents per hour.

## ESKER DELIVERYWARE PLATFORM SCENARIOS

To compete effectively in their market, a major life insurance provider needs to deliver timely quotes in convenient formats to thousands of independent agents who can choose policies of rival companies. Esker DeliveryWare Platform enables instant turnaround on quote requests – in web, fax, or remote-print formats, based on each agent's preferences. The company renews customer and agent satisfaction virtually overnight.

From Unix application data, Esker DeliveryWare Platform generates quarterly policyholder newsletters in PDF and HTML formats from a multi-billion-dollar insurance corporation's Windows application data. Sending the newsletter via email cuts document costs in half – from € 0.60 to € 0.30 per newsletter – and helps increase agent participation in the newsletter programme.

Realising the importance of convenience to customers, an insurance and financial services company implements Esker DeliveryWare Platform for delivery of mutual fund account statements and annuity contracts. With each statement package costing up to € 0.75 to print and mail, the company saves as much as € 75,000 on every 100,000-piece distribution.

A leading insurance corporation's systems provider uses Esker DeliveryWare Platform to streamline the complex and painstaking process of workers' compensation claims administration. Manual processing was replaced by e-delivery of messages to check payment status, billing documents, and medical reports to the appropriate departments in the formats they want. The company dramatically reduces administrative expenses, drops the cycle time for claims processing from weeks to days, and improves cash flow as a result of receiving payments more quickly.

A property/casualty insurance company automates delivery of millions of fax confirmations to banks and other financial institutions for loan processing. Esker DeliveryWare Platform accelerates the borrowing process for customers, and eliminates headaches for agents and partner institutions. Improved responsiveness enhances the company's customer service image and contributes to increased market share.

For a leading health insurance organisation, Esker DeliveryWare Platform delivers healthcare service provider directories, benefit enrollment guides, and plan updates on demand via PCs, fax machines, and print. Moving 20% of its information recipients to e-delivery reduces costs as a result of automated distribution.

Esker DeliveryWare Platform provides automated print capabilities alongside its e-document deliveries. While more and more recipients are choosing e-delivery, many still require traditional hard copy via standard mail.

With Esker DeliveryWare Platform, insurance companies can consolidate all information delivery on a single server. The result: significant savings realised by distributing print jobs directly from core business systems to mail houses or other vendors and creating electronic documents for the e-enabled.

## ESKER DELIVERYWARE PLATFORM ADVANTAGES

For insurance companies, Esker DeliveryWare Platform delivers – accelerating document distribution, reducing the cost of day-to-day & time-critical information delivery, and improving returns on the technology investments that success minded enterprises rely on. Esker DeliveryWare Platform intelligence, versatility, and power ensure that any insurance company can now meet the needs of every information consumer, delivering in preferred formats, in the highest volume.

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Extending the Reach of Information