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Project: American Fidelity Saves a Bundle by Using Web-to-Print Technology

Vertical Market: Insurance & Healthcare

Business Application: Collateral Management & Fulfillment/Stock Collateral

American Fidelity uses Web-to-print software to avoid obsolescence, improve delivery times, and gain new revenue for its in-house printing operation. Print volumes have increased dramatically, and only one new employee has been added.

Program Objectives

- Eliminating inventory where possible
- Letting customers perform job submission online
- Converting a cost center into a source of revenue

Significant Results Reported by User

- \$1.5 million/year in savings
- Reduction in typical delivery times from three weeks to three days
- 40% annual growth in color printing

Description

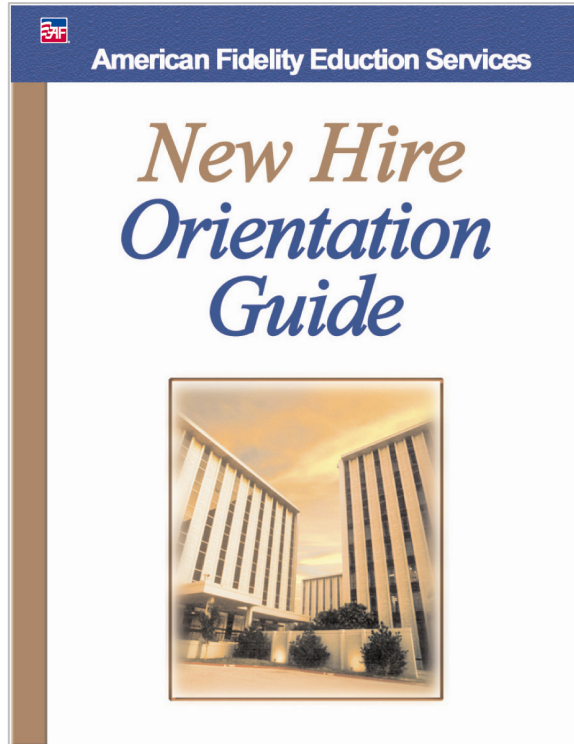
American Fidelity runs an in-house printing facility in Oklahoma City for the five sister companies of the American Fidelity group. A few years ago, a senior executive from one of the five companies approached Phil Larson, the Assistant Vice President in charge of the printing operation, with a problem. The outside vendor handling the document warehousing and fulfillment operation was not getting the job done. At the time, the printing operation at American Fidelity was mainly handling mainframe output and across-the-counter copying work—just a small fraction of the company's printing.

Larson visited the fulfillment vendor's facility and immediately recognized a classic print-on-demand opportunity. Large volumes of printed materials were sitting in the warehouse, only to be pulped when policies changed or the documents went out of compliance. Larson returned to his office, convinced that the right solution for his problem was letting users go online and order documents on demand from a digital library.



American Fidelity initially experimented with a software product that it already had installed, but it turned out not to be ideal for the application at hand, so it started looking at alternatives.

Various vendors offered Web-to-print solutions with digital libraries, but most didn't have a way to incorporate other features Larson needed, including support for data center output from mainframes and job archiving. After evaluating the options, Larson settled on WebCRD™ from Rochester Software Associates, Inc.

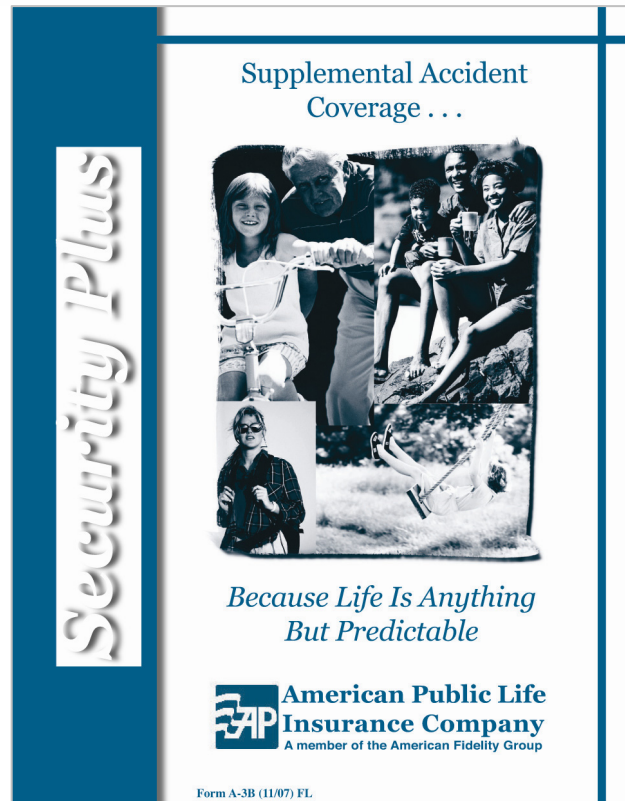


American Fidelity was already using two other RSA products, M.I.S. Print™, to convert legacy printstreams in its data center, and QDirect™ for Enterprise Output Management. WebCRD quickly proved its worth. American Fidelity's printing operation increased its internal customer count from 40 to 128 in the first month.



Although the predicted savings were \$250,000 per year, the system is now delivering \$1.5 million per year in savings. Most of the savings come from reduced obsolescence and waste.

Most jobs are black-and-white, as they always have been, but color demand is growing at a 40% annual rate. There are now over 6,000 items in the digital library, and the system is generating 1.2 million pages per month.



An additional benefit of the system is improved turnaround times. It used to take three weeks to get orders from the old warehouse fulfillment system. Now, 68% of customers get their orders in three days or less.

American Fidelity is just beginning to exploit another feature of WebCRD: the ability to create customized documents based on templates. For example, a salesperson can create a custom policy for employees of a school district simply by filling in a number of variables. The system combines the variables with an existing template and delivers a 12-page proposal tailored to the school district's requirements.

All five American Fidelity companies are now on the system, and the printing operation has begun adding external customers as well. American Fidelity is now handling on-demand document fulfillment for two outside insurance companies. This has converted the printing operation, previously a cost center, into a revenue generator. Outside revenue has grown from zero to \$10,000/month, and more outside customers are being signed up.

Remarkably, only one new staff member has been needed, despite all this growth. That new person is a customer service representative, an addition that was necessitated by the growing number of remote users being supported.

Client	<p>American Fidelity Assurance Company (www.afadvantage.com) is a unique, family-owned organization providing insurance products and financial services to education employees, trade association members and companies throughout the United States and across the globe. Founded in 1960, it has grown to become one of the largest private, family-owned life insurance companies in the United States.</p> <p>American Fidelity's core business includes disability income insurance, life insurance, annuities and supplemental health insurance. Headquartered in Oklahoma City, American Fidelity has more than 1,400 employees in 26 locations across the nation.</p>
Print Provider	In-plant
Software Partner	<p>Rochester Software Associates, Inc. (www.rocsoft.com), provides workflow software for every part of the print production process.</p> <p>RSA's submission tools allow users to submit, share, manage, reorder, and output digital printing jobs using the Internet or an intranet.</p> <p>RSA's transformation products convert legacy datastreams and documents for output to PostScript printers and PDF, for searching, viewing, archiving, and reprinting.</p> <p>RSA's management tools let operators control workflow, route jobs, and manage print queues.</p>
Hardware	Various Xerox production printers
Software	RSA's M.I.S. Print, QDirect, and WebCRD
Target Audience	American Fidelity employees
Distribution	300 jobs per week; wide variety of in-plant work
Date	On-going