

## FORMSCAPE®



## FormScape gets to the heart of information delivery at Naviga

The Naviga Group operates in the insurance and banking sectors through various subsidiaries. It employs a few hundred people and generates over 100 million Euros in premium income. The insurance division sells its life, marine and personal insurance products exclusively through brokers.

With several hundred thousand policyholders and several hundred brokers, Naviga is a central company in the Benelux insurance sector and is 100 per cent reliant upon its broker network. For this reason, the insurer's principal goal is to ensure that brokers receive timely, efficient and accurate service at all times.

### Unwanted legacy

Insurance companies worldwide are experiencing a downturn in asset valuations as a result of poor stock market performance that has led to a dramatic write-down in the value of their institutional portfolios. Now that insurers can no longer rely upon their market investments, companies like Naviga are keen to offset rising claims-related losses by reducing costs and capitalising on high net worth customers.

The leading enterprise information delivery solution, FormScape, is helping the organisation to cut its overheads and better identify profitable customers by managing the delivery, presentation and management of all critical business content. But before FormScape could be deployed, Naviga's main IT partner, Computer Sciences Corporation (CSC), needed to lay the foundations of a new, open business architecture to help pave the way for streamlined operations and interaction with brokers via email.

The biggest hurdle prior to deploying FormScape was an ageing

Digital VAX/VMS mainframe running over 250 bespoke COBOL mainframe applications. Peter Struyven, IT Director at Naviga, explained: "Our business was reliant upon a 15-year old legacy hardware platform. But we knew that maintaining this set-up would prove increasingly difficult because the system software was obsolete. Also, although the existing applications met the company's needs at the time, we knew it wouldn't enable us to address new channels and advanced technologies in the future."

### CSC lays the foundations

Naviga charged its existing IT consultancy, CSC, with replacing proprietary applications with an industry-standard, open architecture. Eric Christiaens, Project Manager at CSC for Naviga: "As part of a bid to reduce costs and enhance business efficiency, Naviga chose to re-organise its operations into 'front-office' customer service centre and 'back-office' operations for more sophisticated claims management." After an in-depth investigation, CSC recommended that Naviga replaces its legacy infrastructure with an Oracle infrastructure running on IBM servers.

Yet, there was one critical piece of the infrastructure to be developed – enterprise information delivery.

As a document-driven business, Naviga needed a technology to complement the Oracle infrastructure to capture data streams and deliver information 'wherever it needed to go' - but without interfering with the company's new applications. The Oracle system was the right choice for replacing the hundreds of bespoke legacy policy, financial and administrative applications, but Naviga also had extremely complex requirements for

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- Peter Struyven

- IT Director, Naviga.

the delivery of business content – a challenge that required a specialist solution. “What was critical to us was that there should be a clear distinction between the data held and created in the database and the output from those systems in document-form,” explained Christiaens.

CSC searched the Benelux region for a partner that could offer the right level of enterprise information delivery expertise.

### AMW and FormScape build the solution

Naviga’s complex information delivery requirement entailed composing, producing and delivering groups of customer, administrative and policy documents to brokers in the same mailing and online. It also included the production of company-branded documents without pre-printed stationery in multiple languages for distribution.

After in-depth research, CSC contacted FORM@, a FormScape Solutions Partner in Belgium. They in turn suggested Advanced Messaging Workflow (AMW) Belgium, also a FormScape Solutions Partner, who could show CSC a prototype application quickly. Within a few days, Fred Aerts, CEO of AMW and his colleagues created a FormScape-powered application that connected to the new infrastructure without requiring any change to the Oracle applications. This meant changes can be made and implemented immediately and without disrupting the company’s critical operations or adding to the company’s operational risk.

Once AMW had proved it could tackle Naviga’s enterprise

information delivery requirements, AMW developed, deployed and configured FormScape across Naviga. The solution is now the enterprise information delivery heart of the new infrastructure.

FormScape receives data from the Oracle Applications in XML format and delivers it seamlessly as paper-based documents or via email. The XML data streams captured by FormScape are used to produce documents in different languages; add company logos and standard text; prepare plain paper documents and produce specialist documents for customers such as the Belgian ‘green card’, which must be on board all cars on Belgium’s roads as proof of insurance.

### An eye on optical mark excellence

FormScape captures business content from the Oracle applications and routes it to the correct output device, usually industrial printers, without interfering with the Oracle data streams in any way. For example, Naviga uses Optical Mark Recognition (OMR) technology to manage postal despatch to brokers. OMR marks generated by a specially designed FormScape application appear on the right-hand side of each page and instruct automated systems how to construct each mailing.

Thanks to the intelligent content routing capabilities of FormScape’s rules-based engine, every mailing meets all appropriate national and international postal regulations. These stipulate how many pages can be sent in each envelope. “This means we don’t fall foul of the post office and incur penalty charges,” said Peter Struyven of Naviga.

The company has also been able to reduce paper costs by 10% with FormScape’s ability to produce ‘duplex’ documents, where information appears on the back and the front of every printed page without stopping the production process. This feature alone has also cut its stationery and postage bill by thousands of Euros.

In addition to the postal requirements and mix of documents that Naviga must despatch, all documents must be sent out in both Dutch and French to meet the bi-lingual needs of the Benelux market. This adds a final layer of complexity to FormScape’s task.

### A pretty remarkable solution

“FormScape is dramatically reducing our costs by acting as the engine of information delivery across our business. It receives, interprets, presents, delivers and manages very large XML datastreams effortlessly, delivering this information to wherever it needs to go. I don’t believe any other product in this market offers such powerful functionality,” said Peter Struyven of Naviga.

As a final indication of FormScape’s flexibility, Peter Struyven described the integration of a new business acquisition. “With the FormScape solution, we have a future-proof platform that is easy to maintain, delivers impressive documents and total commercial flexibility. In technology terms, FormScape helped us assimilate the processes and documents from a new business into our IT infrastructure in hours. That’s pretty remarkable, don’t you think?” said Peter Struyven.



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