



THE DOPIX MASTER PLAN FOR ENTERPRISE-WIDE CUSTOMER CORRESPONDENCE

Generali Deutschland modernizes document creation and processing using solution from icon



What would you do if you had to ask your IT department for help every time you wanted to make a minor change to a document template? How can a company that uses a variety of different word processing systems establish a uniform corporate identity or corporate wording? These were the kinds of questions being asked at Generali Deutschland Group – until recently.

CONSOLIDATION OF TEXT SYSTEMS

Generali Deutschland Group companies currently work with nine different text systems based on ASF, Word and other platforms, and generate about 80 million documents a year. It was becoming increasingly difficult and time-consuming for the company to keep customizing all of these text systems. The German group's correspondence structure is highly complex: it has about 14,000 different document types, all of which must be compatible with every text application. As a result, virtually nothing could be done without IT support.

The large number of systems made it practically impossible to implement a new corporate design or introduce layout changes on all documents quickly and effectively. Not only that, but the features provided by the individual text systems were anything but consistent.

UNIFORM DOCUMENT CREATION ACROSS THE GROUP

The Group therefore wanted to overhaul its entire corporate document creation process and develop a common platform for its different text systems. Part of the change process would involve simplifying the customization options available to end-users. Although the original intention was to transfer as many documents as possible from the legacy systems as they were, it was later decided to take the opportunity to revise the documents.

The new central solution also had to contain a document preview, a spell checker and a customizable WYSIWYG editor – features that the previous text systems had not offered, or if they did, only to a limited extent. "The purpose of the changeover was to enable users to concentrate on creating documents without having to worry about the mechanics of formatting them or sending them off," says Dr. Jens Behrmann-Poitiers, Head of BE Systementwicklung Versicherungsbetrieb with Generali Deutschland Informatik Services GmbH.

In 2012, following a thorough evaluation of the solutions offered by several suppliers, Generali Deutschland opted for the DOPIX correspondence solution from icon Systemhaus GmbH.

EXECUTIVE SUMMARY

With a premium income of about EUR 17.2 billion and more than 13.5 million customers, the Generali Deutschland Group is the second-largest primary insurance group in the German market. With its multi-channel distribution, the Group offers tailored products for both private and corporate customers. The Group emerged from numerous, formerly independent insurance companies. The Generali Deutschland Group includes companies such as Generali Versicherungen, AachenMünchener, CosmosDirekt, Central Krankenversicherung, Advocard Rechtsschutzversicherung, Deutsche Bausparkasse Badenia as well as various Group-owned service providers such as Generali Deutschland Informatik Services and Generali Deutschland Schadenmanagement.

In the final implementation stage, DOPIX will be used to create and process some 80 million documents annually, based on a total of around 14,000 different document types. About 11,000 back office employees in all areas of the company will eventually work with the icon solution.

The following DOPIX modules are in use: DOPIX/Dialog, /Admin, /Server, /Console, /Designer, /Desktop, /Stacc, /Flow, /Compose

The new customer correspondence solution enables the consistent formatting, high-quality creation and output of letters, insurance policies, contracts and other insurance-related documents.

The main reason for selecting icon's software was its flexibility. Dr. Jens Behrmann-Poitiers says: "DOPIX gives our users all the functions they need to create high-quality documents, making it much easier for them to concentrate on their core business. The document creation process itself is now largely automated."



Dr. Jens Behrmann-Poitiers,
Head of BE Systementwicklung Versicherungsbetrieb, Generali Deutschland Informatik Services GmbH

"The flexibility and scalability of icon's solution really stands out. DOPIX gives our users all the functions they need to create high-quality documents, making it much easier for them to concentrate on their core business. The document creation process itself is now largely automated."

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The ease of integration of DOPIX also impressed the manager, "We were able to seamlessly integrate DOPIX into our existing business processes," he says. "This demonstrates icon's in-depth knowledge of the processes that are typical for an insurance group."

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BENEFITTING FROM ICON'S INDUSTRY KNOW-HOW

About 11,000 employees will use the new system in future. DOPIX was first implemented for individual documents in the "Life" division of Generali Versicherungen and for car insurance premium quotations. These, says Dr. Jens Behrmann-Poitiers, are the areas where the benefits of the new solution are most clearly felt. The other departments and business divisions will migrate to the new platform one at a time. Generali Deutschland has taken advantage of the changeover to implement another technological change: the icon solution is expected to integrate smoothly into the portal platform that the company is currently planning. Overall, the Group appreciates the benefits it has gained from its implementation partner's know-how and experience. "We can rely on icon to implement our requirements accurately at all times, even though we realize that we will not be able to migrate every DOPIX function in the client over to the portal. However, we expect the partnership between icon and IBM to create additional momentum that will further enhance the portal capability of DOPIX," says Dr. Jens Behrmann-Poitiers, who remains confident about future developments.

DOCUMENT CREATION MADE EASY

The company does not expect acceptance of the new system to be a problem – even if some employees are not completely happy to part with their beloved Word software. The benefits are what matter in the end, says Dr. Jens Behrmann-Poitiers. The main benefit is that it is now much easier to create texts. DOPIX also allows selected users to modify the document creation processes on their own initiative – without support from their IT department. And unlike with ASF systems, they don't need to be skilled programmers to do so.

Dr. Jens Behrmann-Poitiers sees yet another benefit: "The project offers a good opportunity for testing our document production and eliminating superfluous and outdated documents and templates. Because we now have a standard text system, document creation processes at Generali Deutschland will become more efficient

overall." The Group plans to have all business divisions connected to the icon platform by the end of 2017.

TECHNICAL BACKGROUND

To implement the IT infrastructure for DOPIX at Generali Deutschland, icon relied on various solution components from the IBM software and hardware portfolio, such as IBM WebSphere Application Server, DB2 as the database server and IBM zEnterprise BladeCenter as the hardware platform. The document creation and management process may be accessed quickly and securely by any business application using predefined interfaces and communication protocols.



LEADING COMPANIES TRUST ICON

- 70% of Germany's 30 largest insurance companies
- Europe's largest direct bank
- Europe's largest automobile club

WHY ICON?

icon Systemhaus GmbH has been offering comprehensive customer correspondence solutions to leading insurance companies, banks, utility companies and industry since 1995. icon Suite covers the complete range of high-volume, individually oriented, interactive and process-integrated functionalities and is also used for the most sophisticated types of customer communication.

The icon community is a strong network of outstanding experts. It consists of customers, partners and specialists who work closely together to continue to improve icon Suite.

In its Stuttgart headquarters, icon Systemhaus GmbH employs more than 100 highly qualified specialists.



WOULD YOU LIKE TO LEARN MORE ABOUT OUR SOLUTIONS?

Just call us on +43 1-99 460 6607 or send an email to info@iconinternational.eu. We would be glad to inform you about all possible uses and benefits.



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