



## LVM TRUSTS HIGH-PERFORMANCE CORRESPONDENCE SOLUTION FROM ICON FOR ITS OUTPUT MANAGEMENT

After 12 years of productive experience with DOPIX, LVM has chosen to renew its partnership with icon.



Insurers LVM Versicherung first employed a host-based ASF solution for its output management in 1983. At the end of the 1990s, however, the company decided to switch to object-oriented application development. As a result, it had to develop a new field service system for LVM agencies while at the same time optimizing the existing in-house solutions.

The next step was to install a completely new output management system. In the first phase of the project, the company wished to replace ASF with a graphical front end that could be superimposed over the output management structures. To this end, LVM Versicherung conducted a market survey of existing solutions specifying the textual and graphical requirements of the desired application in a proof of concept.

### MAKING THE DECISION

In 2000, LVM management found what they were looking for in a solution from icon Systemhaus GmbH. They opted for icon's DOPIX standard software suite, a modular enterprise solution for creating and formatting all types of interactive, process-integrated and automated documents. Ingo Knein, responsible for IT organization/CTV project at LVM Versicherung explains the reasons for the decision: "As well as protecting our investment by allowing us to keep using the ASF-based documents and processes creat-

ed over many years, icon was keen to work with us to develop and customize a stable solution in the short time available. We were also impressed by the solution's flexibility and its versatility – its ability to handle a wide range of applications."

### CENTRALIZATION AND INDIVIDUALIZATION

LVM Versicherung previously had both an internal sales and – with the LAS (LVM Agency System) – a field sales solution for its external insurance agents and partners. These had to be centralized and integrated. The aim was to have a responsive and flexible solution for writing individual letters – one that would allow you, for example, to write, send and archive a "free-text" document immediately after a phone call. This solution would initially replace the internal sales department's existing host-based ASF solution and then, in the medium- to long-term, provide the platform for the installation of a brand new output management and centralized data storage system. The migration from ASF to DOPIX was smooth and fast, as there had been very little change in the underlying workflows. As a result, no staff training was needed apart from a short introductory seminar.

DOPIX/Editor would then be cleanly integrated into the newly developed, object-oriented application for the field sales teams.

### EXECUTIVE SUMMARY

More than 3.1 million customers have taken out over 10 million insurance policies with LVM Versicherung. With a premium income of EUR 2.7 billion and capital investments of approximately EUR 13.6 billion, it is one of Germany's top 20 primary insurance companies. 2,200 independent insurance agents provide a local service for LVM customers, supported by 4,200 staff in offices located throughout Germany and over 3,300 staff at LVM headquarters in Münster. The Group has a comprehensive portfolio of products for private and commercial customers and offers additional insurance and financial services products through its own bank and its cooperating partners.

Every year, LVM staff create and process over 100 million document pages with the icon solution.

The following icon solutions are employed: DOPIX/Dialog, /Compose, /Server and /Correct.

The IT architecture is based on the Linux thin client front end, WebSphere back end with AIX and DB2 running under z/OS.

## IMPLEMENTATION OF THE APPLICATIONS

The DOPIX-based field sales solution has been in service throughout Germany since 2003. It has given its users numerous additional design and deployment capabilities and has been responsible for improving interdepartmental cooperation. In 2006/2007, LVM introduced the new graphical internal sales application, with DOPIX as the word processing system, in the Property Claims department.



Ingo Knein,  
IT Organization /  
CTV project  
LVM Versicherung

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The solution is fully integrated into the LVM Agency System with component functionality being controlled via text rule sets. The implementation of the entire DOPIX suite was later rolled out to other departments. In 2006, LVM completed the replacement of its ASF solutions. Two years later, they were able to design, manage and control the dispatch of batch documents via the text rule set.

Thanks to the flexibility of DOPIX, the company was able to maintain legacy functional-

ity and back-office processes and so retain the investment it had made in these areas. At the same time, the new document creation system allowed colour and images to be used, a facility that has proved invaluable to the implementation of corporate design throughout the company. With the aid of the icon solution, LVM creates and processes around 60 million document pages annually.

## POSITIVE FEEDBACK

Ingo Knein, IT Organization/CTV Project, is enthusiastic about the difference DOPIX has made: "Thanks to the icon solution, we are producing customized contractual and customer documents thereby helping LVM meet its own high standards of customer service."

"Our application developers are now managing complex documents with the text rule sets and no longer have to program complex document applications. We have now been using the icon solution for twelve years and are more than happy both with the software suite itself and with the support provided. We recently brought in an external consultant to review our output management system. He congratulated us on our decision to implement DOPIX and confirmed that we are well equipped to handle future requirements."

"Another advantage of centralization lies in time and cost savings due to postage optimization, the batch printing of documents and the smaller number of staff required. Moreover, the solution ensures short service times and – thanks to the powerful WYSIWYG editor – increased productivity. The solution supports all standard output formats such as AFP, PDF and PCL and can be easily integrated into existing IT environments. The icon solution also takes care of archiving the documents."

## THE NEXT STEPS

The overall goal of the project is to maximize document automation while at the same time avoiding the need to develop custom software. The insurance company remains convinced of the value of icon solutions and

is currently evaluating other modules in the solution provider's portfolio with a view to implementing them in the company. LVM requires a complex solution for individualized, personalized, context-sensitive document creation. Management will shortly be looking into the possibility of deploying the /TEO, /Designer, /Desktop and /Flow modules. LVM plans to send documents by email in the future and to make a serious effort to establish and build up additional dispatch channels. The icon software suite will play an active role in supporting this development.



## LEADING COMPANIES RELY ON 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 a complete range of customer correspondence solutions to leading insurance companies, banks, utility companies and industrial companies since 1995. The 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 suite is far more than just a solution for your correspondence. 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 the 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](mailto:info@iconinternational.eu). We would be glad to inform you about all possible uses and benefits.



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