



ING-DiBa OPTIMIZES OUTPUT MANAGEMENT PROCESSES WITH ICON SOFTWARE SUITE

Centralizing of document processes has led to streamlined processes and helped save time and costs.



With 7.5 million private customers, ING-DiBa is the third largest retail bank in Germany. Until 2006, the financial institution used department-specific, Word-based output management solutions with proprietary extensions for its customer correspondence. Before long, however, these isolated solutions could no longer keep pace with the financial institution's rapid expansion. Neither were they able to optimize document creation, as required, nor could they allow centralized printing or automated or centralized dispatch. Both the contents and the layout of the correspondence were often inconsistent. In addition, the maintenance of the system and the necessary Office updates became increasingly difficult, time-consuming and costly.

COMPREHENSIVE REQUIREMENTS

For these reasons, ING-DiBa was looking for a centralized system to create and format documents, which at the same time provides the central mailing system with an AFP data stream and appropriate indices. The system had to meet the corporate design requirements of the bank, while being easy to handle and flexible. It also had to make it possible for the users in the bank to create individualized and personalized letters.

Seamless integration of the system into the existing JAVA-based IT architecture was another requirement.

QUALIFIED SELECTION

In the selection process for a suitable supplier, ING-DiBa relied on a market analysis and the consultation of external experts. After preparation of a short list, the suppliers had the opportunity to present their solutions in a Proof of Concept. icon Systemhaus GmbH won the contract with icon Suite, its modular business solution for creating and formatting all kinds of interactive, process-integrated and automated documents.

"One of the reasons why we awarded the contract to icon was that the company has its roots in the creation of individual letters. In addition, icon is famous because of its flexible software tools but also due to its quick response time and the high degree of flexibility of its support team, which is always receptive to the wishes and ideas of its customers. Plus, icon has highly qualified employees in a large project department," Michael Herrmann, Head of the Service Center department at ING-DiBa, adds to explain the decision.

EXECUTIVE SUMMARY

ING-DiBa with its 7.5 million private customers is the third largest retail bank in Germany. In 2006, the bank decided to centralize and professionalize its output management system and chose to implement icon Suite, a standard software package for creating and formatting all kinds of interactive, process-integrated and automated documents. The comprehensive solution for document-driven business processes is application and platform independent and can be called by any application via defined interfaces and communication protocols.

In 2011, ING-DiBa created and dispatched around 22 million documents with icon Suite, using about 3,000 different document types.

The bank uses the following icon solutions: /Dialog, /Compose, /Server, /Admin and /Load Test. The IT architecture comprises a front-end browser, back-end JBOSS application server on a VM (x86 architecture) with Red Hat Linux 6.1, an Oracle database as well as rendering on Windows Server.

CUSTOMIZED IMPLEMENTATION

The implementation of the project started in April 2006 with a training course for the ING-DiBa staff involved. At the same time, the administration module of icon Suite was introduced to administrate the central repository. The GUI for users went live in 2006 with the first documents. The first ten cross-departmental documents were already being administrated in October 2006, and went productive for individual groups. In December 2006, batch production started. It took about three years until all document types were integrated into the new icon solution.



Michael Herrmann,
Head of Department, SC /
Central Business Services
ING-DiBa AG

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The system is very easy to handle for our employees. The icon solution is the standard tool in day-to-day business employed by every user during customer contacts.”

By now, a large number of the bank’s systems have been connected to the icon solution or are based on it.

Around 1,700 employees work with the icon solution, creating some 22 million documents in 2011. ING-DiBa currently uses about 3,000 different document types which are created and processed using the icon solution.

The icon solution is used for any kind of individual mail in the B2C field, such as in the current account and securities division or in the loan department. For example, once a registered user has logged into his or her ING-DiBa account online, all subsequent steps are based on icon Suite forms. In this way, all kinds of documents can be processed and filled in online in a safe, quick and simple manner. If the documents which have been created have to be signed, the customer can print, sign and send the personalized document. The icon system is also employed for complaint management or for changes of address.

IMPROVEMENTS ACHIEVED

Every year each of the 7.5 million customers of ING-DiBa receives several letters from the bank which are created and dispatched using icon Suite. This has made the icon solution a major part of the output management of ING-DiBa. Michael Herrmann, head of the department, explains: “Thanks to icon’s support, we have reached our goal of ensuring consistent customer communication. We avoid redundancy resulting from different letter formats and, by concentrating on centralized printing, we have also been able to save costs. The system is very easy to handle for our employees. The icon solution is the standard tool in day-to-day business employed by every user during customer contacts.”

The creation and processing of documents had already been improved during the preparation of icon’s implementation: the individual business departments of ING-DiBa co-ordinated the content of the correspondence with the marketing and the legal departments and also redesigned the layout of the letters.

In this way, each business department can perform its own quality assurance processes, while customer communication is uniform throughout the bank.

As a result, new services can be launched more quickly as the documents required can be created in-house.

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 increased productivity – thanks to the powerful WYSIWYG editor. The solution supports all standard output channels such as AFP, PDF and PCL and can be easily integrated into existing IT environments. In addition, the archiving of the documents can be controlled via icon Suite.



LEADING ENTERPRISES TRUST ICON

- 70% of the 30 largest insurance companies in Germany
- Europe’s largest direct bank
- Europe’s largest automobile club

WHY ICON?

Since 1995 icon Systemhaus GmbH has been offering comprehensive customer correspondence solutions to prestigious insurance companies, banks, energy companies and industries. 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 business communication.

icon Suite is far more than just a solution for your correspondence. The icon community is a strong network of excellent experts. It consists of customers, partners and specialists who work closely together to continue to improve icon Suite. icon Systemhaus GmbH currently employs more than 100 highly qualified specialists at their headquarters in Stuttgart.



YOU WANT TO KNOW MORE ABOUT OUR SOLUTIONS?

Simply call us at +43 1-99 460 6607 or send us an Email at info@iconinternational.eu.
We kindly inform you personally about all the possibilities and advantages of our solutions.



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