Captaris®
The Way Information Moves

CUSTOMER PROFILE

CHALLENGE Replacing outdated, inefficient paper and microfilm records management

SOLUTION Captaris Alchemy Advanced Server with Alchemy Administrator, Index, Search Clients, Alchemy Scan and DataGrabber input modules

INTEGRATION ALPHA policy administration system

RESULTS Provided business continuity by supporting disaster recovery plan; sped response time to customers by reducing document retrieval by at least 24 hours; cut £200,000 in annual off-site storage costs; supported business growth by integrating recent acquisition documents

SOLUTION SNAPSHOT

INDUSTRY Life Assurance

WEB SITE www.windsor-life.com

LOCATION Shropshire, England

EMPLOYEES 370

COMPANY Private, in business since 1960s

Windsor Life Gains Instant Access to Policy Holder Data with Captaris Alchemy

Electronic Document Management Supports Business Continuity and Increases Efficiency

Windsor Life Assurance Company Limited offers a comprehensive range of investment products to deliver sound returns and meet the needs of policy holders. For the year ended December 2005, Windsor Life managed assets of £6,000 million and worked for the financial well-being of 750,000 policy holders.

The Challenge

It was the end of a decades-long relationship. Windsor Life had used microfilm and paper files to store client records since the company's doors opened in the 1960s. In the new century, however, continuing to rely on microfilm to manage business information can be inefficient and costly. That is, if continued use were even a viable option. "Microfilm technology had served us well, but it was dying," said Sarah Myers, head of operations processing for Windsor Life. The firm's supplier was discontinuing its service and Windsor Life realized the number of other UK suppliers had reduced dramatically.

The UK Financial Services Authority requires that correspondence with clients be preserved for at least six years after a contract has matured. Not meeting these regulations can result in fines. Circumstances forced the timing of a decision to move from microfilm. However, Windsor Life recognized a number of issues to be addressed in the process. First, previous records management methods did not fully support business continuity in the case of a disaster. All communication with policy holders was handled via paper until a transaction was completed, then the documents were put on microfilm. Windsor Life maintained a contract with an external document management company to create and store duplicate microfilms, but master copies and papers for files in process were stored on-site in Shropshire. "At any time there were paper files in the administrative back office that we didn't have copies of," Myers explained. "If there were a fire or other disaster, we could lose that data."

Additionally, handling records via paper and microfilm was largely inefficient. Catherine Keeble, an applications consultant within the Windsor Life IT department noted: "We were having problems with time delays. To carry out a client request, employees had to ask for previous data in microfilm and wait for the files." The wait could easily last 24 hours or more. Call centre employees took messages and sent them to the back office for later processing. Once documents arrived, employees had to travel across the office, make multiple copies and deal with lost files. "Some customers complained about the time to complete transactions," Myers added. When customers need policies surrendered, for example, they expect quick turnaround on the funds. "If we hold up the process, it affects our service level agreement and customer satisfaction."

Captaris®
Document Management

Proven ✓ *in Demanding Markets*

The final issue carried potential to impact Windsor Life's profitability and growth. Since its business plan is centred on an aggressive acquisition strategy, Windsor Life works to keep pace with technologies of its industry counterparts. "More and more we were finding other companies have electronic imaging solutions rather than paper or microfilm," Myers said. "Since we're continually acquiring new businesses, we need the same capability to bring in and process electronic documents."

The Solution

Windsor Life now manages policy holder correspondence electronically with Alchemy Document Management. All new documentation is accepted in electronic format or added from paper files using Kodak 620i scanners and the Alchemy Scan input module. Other data is imported using Alchemy DataGrabber. Files are stored within Alchemy as digital documents and can be accessed using the Alchemy Client or—more commonly—from within ALPHA, Windsor Life's core administration system, by opening a customized view of Alchemy. The Alchemy Advanced Content Management Server is the foundation for integrated records management, including library services, audit logging, access control and other administrative functions. From a full array of add-ons, the company chose the Alchemy Index Client so employees can digitally add, annotate and index documents as well as the Alchemy Search Microsoft Windows desktop client so they can view documents stored on the network or portable optical disks.

Windsor Life implemented Alchemy Document Management in 2005 following a period of product analysis with a number of market competitors. "We found Alchemy to be competitively priced for the amount of functionality and customization it provides," Myers said. Windsor Life purchased Alchemy from IDT, a Captaris reseller located in Hertfordshire, and worked with IMR UK, the Alchemy software distributor based in Hitchin, to plan and develop its custom solution. "Other vendors just offered a standard package," Keeble noted. "When the Alchemy sales team came, they looked at our needs and helped us build a powerful solution that can be developed to meet our strategy." As a result, Windsor Life feels Alchemy supports current needs and will scale to handle future expansion.

The Results

Several benefits contribute to expected Return on Investment within two years: of utmost importance to Windsor Life, Alchemy ensures business continuity, provides time- and cost-savings and supports acquisition efforts. "Alchemy has transformed operations," Myers said. "Documents are available and shared across the business immediately." Even files pertaining to transactions in process are handled and backed-up digitally. In the case of a disaster, all files would be preserved and available for recovery. On-site microfilm storage is maintained, but used less and less often.

> ## "Alchemy has transformed operations. Documents are available and shared across the business immediately."

The call centre 'one & done rate' has increased whilst back office hand off's have decreased. Instead of passing customer requests to the back office, call centre representatives now view documents at their computers and handle almost any issue with the client is on the phone. "Before it would have taken at least a day to get the microfilm and wade through the information," Keeble said. "With Alchemy, we have full track of transactions and images at our fingertips." Additionally, since Alchemy integrates seamlessly with the ALPHA policy administration system to manage files from a familiar interface, users experienced a quick learning curve. "As Alchemy is platformed on industry standard server technologies, the installation and roll-out has been relatively straightforward and the support overhead is minimal," Colin Rogers, IT account manager with Windsor Life explained.

Along with the time-savings, Windsor Life has eliminated its third-party expense for microfilm creation and off-site storage, amounting to more than £200,000 cost-savings per year. While monetary gains impact the bottom-line, Windsor Life executives also appreciate the

support Alchemy lends in strategic business growth. "That is a big bonus," Myers said. In late 2005, Windsor Life integrated two closed books of business. Both used different electronic document management solutions, but the company imported all necessary information into Alchemy. Files were sorted and accessible from day one after the systems integration. Myers noted, "We're very happy and we're looking at taking further steps to enrich standards and workflow." She then quickly added, "We quite like working with Alchemy."

For More Information

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax, Captaris Workflow and Captaris Alchemy Document Management is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the Nasdaq National Market under the symbol CAPA. For more information, visit www.Captaris.com.

IMR UK distributes Captaris Alchemy in the United Kingdom. For more information, visit www.IMRUK.co.uk.

Integrated Document Technology Limited (IDT) specializes in the automation of document-related business processes. For more information, visit www.idtsolutions.co.uk.

Available from:
Lightspeed Business Solutions Ltd.
01187 927 2777
www.lightsol.co.uk

Captaris®
The Way Information Moves