

National Financial Services Company

Correspondence solution streamlines production and lowers costs



Business overview

The national financial services company, founded in 1889, is headquartered in the state of Washington and provides consumer credit. Its subsidiaries operate more than 2,300 offices and employ over 55,000 people across the United States. Its 2004 net income was \$2.88 billion.

Challenges

The company was using multiple systems, including UNIX and mainframe, creating a time-consuming, lengthy, and expensive document publishing process. Numerous manual steps were involved in the generation of customer correspondence—and there was a lot of correspondence. The Servicing Division issued 10 types of letters and three types of checks, generating approximately 2,000 letters and 200 checks per day. To create this correspondence, the company used a character-based solution integrated with Fidelity's MSP product and CSF for similar features in high-speed mainframe statements.

The primary goals were to reduce the time and cost required to produce correspondence, and to increase the use of centralized content throughout the organization. The company sought to integrate its multiple systems and needed a solution that would provide more flexibility in the design of documents, applications, and workflow to reduce document production costs, while enhancing functionality. For increased efficiency, the correspondence process needed to be fully automated. Company decision makers wanted all of these attributes in a technology that would enable them to create or modify their own letters.

EMC solution

The company installed EMC[®] Document Sciences[®] xPression[®] in its Servicing Division for the production of post-funding correspondence and checks, in PDF (for web presentation and local printing using PostScript) and print formats, as well as for high-speed printer capability (via EMC Document Sciences' AFP Emitter, mainframe attached) and an e-mail/facsimile interface.

xPression was installed on a Windows platform running WebSphere, XML, IBM's DB2 database, and the AFP printing system. The solution provides two distinct web interfaces for the company: one for administration and one for document generation.

xPression is integrated with several systems: Right Fax, high-speed OMRR printing, telephone banking, and the company's mainframe (ACLS and CACS systems). In addition, the company is using its own internally developed front-end system to handle xPression Response functions. Remaining components are client/server based and function in a non-browser environment.

xPression was selected because of its functionality on the company's desired platform and fit within the existing system architecture. Additionally, the company noted that xPression had many features

that, according to one company representative, “vastly outstrip competitive products [in price and performance] as well as simplify the components within the package.”

The company has benefited from the solution’s ease of use and its open platform. By updating the company’s system with content automation, costs for producing documents are expected to decrease due to xPression helping significantly reduce the number of templates used for documents from more than 900 to fewer than 175.

Summary

The xPression solution selected by the national financial services company has automated numerous previously manual processes, enabling the company to reduce both the personnel needed to produce correspondence and checks as well as the IT resources required to maintain and manage multiple document generation systems.

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