



Using document management to minimise time-to-market for collateral while ensuring FSA compliance



Business overview

Norwich Union has recently re-branded to Aviva. Aviva is the world's fifth-largest insurance group and the largest insurance provider in the UK. The company is one of the leading providers of life and pension products in Europe and is actively growing long-term savings businesses in Asia Pacific and the USA. Aviva's main activities are long-term savings, fund management, and general insurance.

Aviva has premium income and investment sales of £49.2 billion and £364 billion of funds under management. The company has 57,000 employees serving around 45 million customers in 27 countries around the world.

Managing 20 years of marketing collateral for life assurance

Aviva's life business marketing department employs around 300 members of staff. Part of its responsibility is to manage the company's marketing collateral for its life assurance business, dealing with external communications through all media channels.

Aviva's life business deals with around 2,500 pieces of live marketing collateral at any one time, in addition to document records stretching back another 20 years. As a result, the company was looking for a management software solution to help the organisation create and manage its marketing material.

Challenges

The eradication of a paper-based office

An issue for Aviva was the management of vast reams of marketing materials, including as many as 2,500 live documents. The administration and management of marketing content had originally been completed through an entirely paper-based process. This produced extremely labour-intensive procedures that resulted in staff based in one location unable to see records that were held elsewhere.

Aviva needed a fully defined, standardised and paperless electronic process to help meet its wider business objective of reducing costs. The software implementation needed to improve process speeds while removing duplication of work and loss of time. Similarly, Aviva was looking for an implementation that would improve compliance with FSA regulations, providing audit trailing and full accountability. Also of interest to Aviva was the importance of gaining more insightful management information through the document management suite.

EMC solution

Aviva chose EMC for digitisation capabilities

Aviva employed external consultants to help implement the specified changes by looking at their current business process and recommending how to complete these digitally. After careful evaluation they decided to implement EMC® Documentum® software. The organisation is currently using Documentum 5.2.5, and plans to upgrade to Documentum 6.5 in 2009. The decision was based on EMC's reputation as a leading content management and archiving specialist in the market, with a product set that mapped

Benefits

- £200,000 in savings
- Online and documented processes reduced time to market for marketing collateral
- Ease of use allowing staff to spend less time on administration duties and more time being creative
- Improved recordkeeping for regulatory compliance
- Ability to find and reuse content and not duplicate collateral
- Full-text searching of all document content
- Secure system

Business profile

Aviva

Industry

Financial Services

Challenges

- Management of 2,500 live documents and around 30,000 archived records going back 20 years
- Dealing with external communications through all media channels
- Administration and management of marketing content completed through an entirely paper-based process
- Improvement of process speeds, removing duplication of work and loss of time
- Improving compliance with FSA regulations

Key Solutions

EMC Documentum version 5.3

closely to the company's business needs. The implementation involved more than 150 users, over 15 areas of the business and four UK locations—York, London, Norwich, and Stevenage.

It was important to Aviva that the project team map out existing processes and document and streamline these for electronic processes. The project team ensured that Documentum could be customised to meet the needs of the paper processes. Once this mapping was complete, the installation, user acceptance training, and full training programmes were rolled out through the organisation.

“The main challenge to the implementation was managing the change with the user base,” says David Wright, Senior Workflow Manager, Aviva. “The old paper-based process had been embedded for ten years, so the evolution to such a system as advanced as Documentum involved a comprehensive training programme. Following their training, staff were impressed with Documentum, as it released them from repetitive and time-consuming administrative tasks, allowing them to be more creative and to redirect their time towards core activities.”

Documentum offered a single repository for access across the business, while sharing the company's content securely and providing the functionality to support each stage of the marketing literature process. This included the creation, review, approval, and delivery of materials and a web interface that was easy to roll out with minimal training.

Improving speed to process and reducing costs

The implementation of Documentum created an end-to-end process for the management of marketing collateral at Aviva from its creation through to the approval process and into live use. Time savings are realised through process improvements while utilising more of the content the company already has rather than creating new materials. As a result, Aviva's life business has experienced significant improvement in the speed to process documents through their lifetime.

“Following their training, staff were impressed with Documentum, as it released them from repetitive and time-consuming administrative tasks, allowing them to be more creative and to redirect their time towards core activities.”

David Wright, Senior Workflow Manager, Aviva

Due to the new electronic processes driven by the software, creation of materials and getting collateral into the public domain is completed much quicker, dramatically reducing costs. In addition, Documentum has provided time sensitive reviews for document lifecycle management and allowed the company to create full audit trails.

Summary

Future cost savings with EMC Documentum

The implementation of Documentum is estimated to have a cost savings of £200,000 per year, before the impact of improved compliance with regulatory burdens or the ability to use Documentum reports to plan future budgeting is taken into account. Aviva continues to constantly develop its Documentum solution, making users part of the process wherever possible. The success of the project can be seen by the promotion of the current marketing collateral management process as best practice across the organisation.

Aviva has now implemented Documentum technology to facilitate MAT: Marketing Activity Tool. MAT is a system used to assist the management of the entire marketing campaign management process.

EMC²
where information lives®

EMC Corporation
Hopkinton
Massachusetts
01748-9103
1-508-435-1000
In North America 1-866-464-7381
www.EMC.com