

Delta Lloyd

As a leading provider of insurance services, Delta Lloyd is no stranger to managing risk. Recently, the company turned the spotlight on its own processes, specifically its document production strategy, with a view to streamlining production workflows and safeguarding the operation against potential disruption. Pitney Bowes Emtex software plays a crucial role in optimising print performance and productivity.

Delta Lloyd Group, together with its subsidiaries, operates as a financial services provider offering insurance, asset management and banking services in the Netherlands, Belgium and Germany. The organisation primarily provides income protection, wealth creation and risk insurance services under the Delta Lloyd, OHRA, and ABN AMRO Insurance brands.

Headquartered in Amsterdam, in the Netherlands, Delta Lloyd Group employs nearly 6,000 people and generates a diverse and complex set of documents to communicate both with brokers and direct to customers.

The company's print and production operation was recently re-organised in a move to drive down costs and to increase workflow efficiency. Rather than outsource the entire function, the company decided to keep its expertise in-house and sought partnerships with industry-leading providers to create a dynamic and future-proof print operation.

Eric Bots, Manager Shared Facilities Document Management, Delta Lloyd comments: "Certainly, we knew that we could streamline our processes and gain significant production efficiencies by

re-architecting our entire production print and mail workflow. One obvious way was to consolidate our three existing print sites into one centre of excellence at Arnhem. We also recognised that our previous operation didn't offer enough in the way of disaster recovery safeguards and this was an area we were determined to improve."

With a clear strategy in mind, the Delta Lloyd print management team turned to a partner, Xerox. In tandem with its software partner, Pitney Bowes Emtex, Xerox had the expertise to consolidate the three sites into one and the technology to manage and centralise numerous data-streams and optimise legacy processes.

Gilles van Lieshout, Document Management Team Leader, Delta Lloyd comments: "What we required was actually rather complex. The Xerox and Pitney Bowes partnership immediately stood out, specifically the output management software employed—VIP."

Pitney Bowes VIP Software provides Delta Lloyd with a holistic print and output management solution that enables centralised, flexible and consistent management of all production printer resources at a single site and allows

CASE STUDY



Challenge

Re-organise print and production operations to drive down expenses and increase workflow efficiency.

Solution

The combined expertise of Xerox and Pitney Bowes Emtex software provides Delta Lloyd a centralised, flexible approach to print management—resulting in lower risks and lower costs.

the print team to be fully flexible in assigning incoming jobs to the most appropriate print engine. The solution also provides the platform to capture volume from other businesses within the Delta Lloyd Group.

“Crucially, VIP enables us to operate with a robust disaster recovery strategy in place,” Bots notes. “Previously, the kind of the solution and variety of printstreams that we were processing meant that transferring any work off-site would have been too complex and expensive to consider. With Pitney Bowes VIP we are able to create a standardised AFP printstream that can be sent electronically to our DR service provider for off-site production. This facility also gives us a valuable overflow capability which is necessary during our busy periods, ensuring we meet our service level commitments.

“We now have a more resilient hardware fail-over architecture which means that, at most, we will lose no more than one hour of production time if there is a disruption to our server set-up.”

“Put simply,” van Lieshout explains, “the technology delivered through the Xerox and Pitney Bowes partnership has given us more flexibility, more security and has helped us to reduce our operational headcount.”

Bots and his team recognise the importance of developing full partnership relationships with suppliers, and the success of the Arnhem project is driving further development.

“The project was completed on time, on budget and the entire transformation of the print operation was handled without problems.”

Eric Bots, Manager Shared Facilities Document Management, Delta Lloyd

“In general we have been very impressed by Xerox who architected, implemented and project managed the solution and the technology provided by Pitney Bowes,” states Bots.

Bots and van Lieshout are already focused on phase two of the project. “We are now looking at fully implementing Pitney Bowes VDE software which will help us to further enhance the efficiency of our operation,” van Lieshout adds. “VDE gives us operational flexibility to reengineer certain jobs such as automatically indexing documents and bundling small jobs to improve printer performance. Through VDE, we are looking to reduce the number of jobs we send to our printer by some 25-30% - significantly reducing operational overheads and improving printer throughputs.”

The team also plans to add integrity marks and barcodes to documents, providing Delta Lloyd with an even greater level of mail-piece integrity.

“In common with financial services consumers across Europe, our customers now demand impeccable service and accurate and targeted communications. Pitney Bowes solutions are helping us to deliver excellence to our customer-base,” van Lieshout concludes. “We are now planning strategically for the future and looking towards developing full ADF functionality.”

The Pitney Bowes advantage

With Pitney Bowes Emtex software, Delta Lloyd has strengthened their business continuity—and can now effectively deal with volume surges or service disruptions and still meet service level commitments.



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