

Northwestern Mutual Life Insurance Company

Leading life insurance provider projects 25 percent savings in contract development



Business overview

Northwestern Mutual Life Insurance Company (NML) specializes in individual insurance coverage for more than 3 million policyholders. The company leads all competitors in this category in the United States, while also standing as a diversified resource for permanent and term life insurance, disability income, annuities, mutual funds, and retirement products. NML operates through a nationwide network of 7,500 agents and has annual revenues of \$13 billion.

Challenges

NML's Customer Service Department works almost exclusively with contracts for individuals. As with any insurance company, the contract or policy represents the "product" to the customer. At NML, the original text for contracts was written in the Actuarial Department on a word processor and re-entered by a second department for production into other electronic files using the EMC[®] Document Sciences[®] dynamic content publishing suite. The contracts were then produced on a mainframe, containing text and copy marks for each page. Finally, all contracts had to be proofread.

State regulations required that contracts submitted for state approval be the same contract as delivered to the insured. This meant that contracts printed from the PC and the mainframe had to be identical in content and appearance. The only way for NML to proof the documents in its existing system was by printing each individual page. Since the minimum print turnaround time was one-half day, it could not make more than two daily changes to the documents. Additionally, changes on early pages of a contract would often require subsequent pages to be repaginated, redesigned, and proofread all over again.

NML outlined the following objectives to implement content automation:

- Implement a more efficient system for producing contracts and eliminating duplication
- Improve the production time for producing contracts
- Implement software that permits production of the same contract on the mainframe and the PC

EMC solution

NML was already using EMC Document Sciences software to produce customized contracts. However, NML had only implemented the solution on an isolated, "island of information" basis. In early 1995, NML introduced additional components of the EMC Document Sciences solution to its environment. This implementation allowed NML to break the island of information barrier through enterprise-wide dynamic content publishing.

The solution includes a powerful and flexible document composition engine that composes variable, personalized business documents. It also includes a software application for the creation,

revision, compliance management, and assembly of document components used in contract and policy applications. The combined use and resulting impact of the EMC Document Sciences solution proved important. NML was immediately able to view contracts on screen and quickly print from local printers for proofreading. Documents printed via the mainframe were virtually identical to those output on the PC.

The contracts were then ready to be submitted for state review. Once approved, NML transferred the text and style files to its mainframe. Each document was then recomposed using the EMC Document Sciences solution and stored in a VSAM file. The contracts were then available to NML's mainframe issue system and merged with other portions of the contract. The EMC Document Sciences software, a fully integrated dynamic content publishing solution, enabled NML to use its mainframe and PC-based environment to create, design, manage, print, and store its contracts. The EMC Document Sciences solution proved instrumental in simplifying all compliance issues, both state and federal. NML used the solution to compose information into pages according to specifications. The information could then be formatted for output across multiple platforms or devices and also be viewed online.

Summary

The implementation of EMC Document Sciences' solution at Northwestern Mutual Life Insurance Company has allowed the company to achieve all of its dynamic content publishing goals. By achieving these goals, several measurable return on investment benefits have improved NML's bottom line, including:

- **Increased efficiency:** Reduction in time and labor to create, edit, and submit contracts to the insured and to state regulatory agencies.
- **Improved production time:** An estimated 25 percent savings in document production and printing.
- **Added platforms and devices:** The ability to print the same print documents from the mainframe or the PC to multiple printer types.
- **Expedited market share:** Due to a shorter approval cycle with the state agencies, new products are brought to market faster. NML recently introduced three new products in a 12-month time period, which facilitates market share.

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.



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