



Migration from LPS Monochrome to PostScript  
HighLight Color & VIPP Thin Printer PDF Archiving

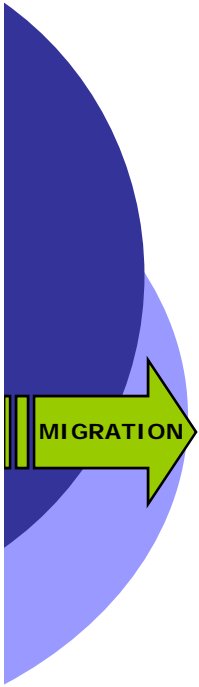
---

## Equitable Life and Casualty



# About Equitable Life and Casualty

---

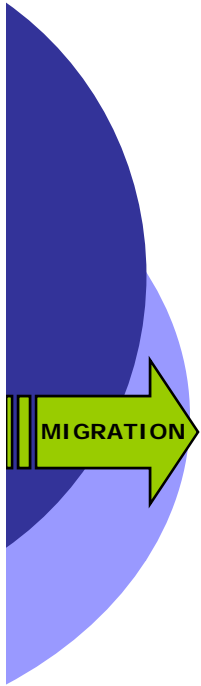


- Life and health insurance company for senior Americans
- Founded in 1935 and headquartered in Salt Lake City, Utah
- 3,600 independent agents nationwide, 135 employees in Utah office



# The Environment Before

---

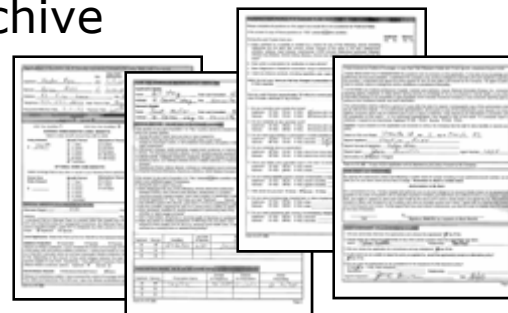


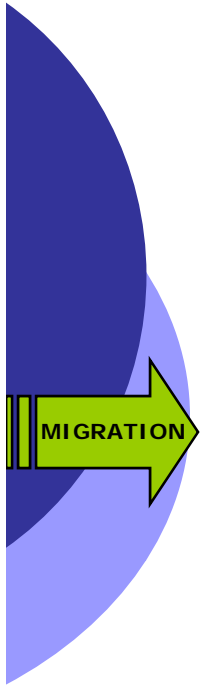
## Before:

- Photocopies of insurance information had to be manually attached to printed policy statements.
- All statements had to be scanned and then archived in microfilm.
- Customer service turn around time was awkward and slow when comparing data with printed statement information. All statements would have to be retrieved from the microfilm archive manually.

## The Customer Challenge:

- All correspondence sent to EL&C clients is required to be personalized, combining graphics and data.
- Need for an automated workflow.
- Have a large depository of existing Metacode resources.
- Migrate policy statement printing to a PostScript print environment.

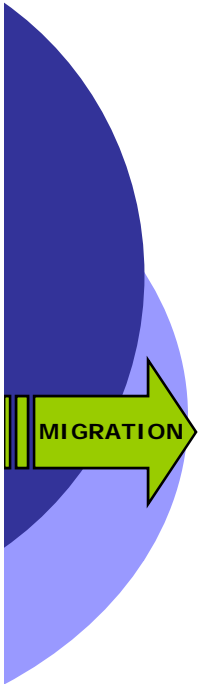




# The Solution in Process

---

- ELC is an existing Xerox account that upgraded to a 92c with added VIPP functionality.
- Proform Designer's easy to use GUI interface provides the ability to migrate existing legacy applications to VIPP enabled PostScript engines.
- Migrated applications are edited and enhanced within Proform Designer to improve the data layout, without altering the data stream.
- Proform Designer supports the Xerox VIPP Dynamic Document Construction (DDC) workflow that retains the benefits of the LPS workflow, while allowing for enhanced functionality, PostScript print speeds and VIPP Thin Printer PDF creation.
- VIPP Thin Printer supports PDF splitting and bookmarks for archival retrieval.
- VIPP DDC workflow enabled this existing Metacode account to vastly improve upon their document production time.



# Timely Results

- Faster turnaround in document production time (from 30 day to 4 day cycle).
- With Lytrod/VIPP all policies are printed on demand with personalized insurance information. This is an improvement to an earlier workflow of manually attaching photocopies of insurance information to printed policy statements.
- Lytrod/VIPP workflow can produce printed and electronic PDFs simultaneously.

Application to Equitable Life & Casualty Insurance Company  
Applicant: Hecker Flies Date of Birth: 04/15/1958  
Spouse: Hecker Flies Date of Birth: 07/11/1958  
Address: 11111 1st St City: San Diego  
Telephone: 619-555-1234 Best Time to Call: 9-5  
Requested Effective Date: 1-1-11 Premium Paid: 2,000.00

Dear Mr. Hecker Flies,

Thank you for applying to Equitable Life & Casualty for insurance coverage. We are unable to provide you and Mrs. Hecker Flies with the Whole Life policy that you applied for. There are, however, other alternative policies available for you. We will be contacting you to set up an appointment to assist you in choosing a plan that best suits your needs.

Since 1935, Equitable has been committed to offering only the highest quality life and health insurance products and customer service to our special family of policy owners. The cultivation of Equitable's decades of experience has established our unmatched reputation for caring—caring about you, your needs and how we can meet them, because you deserve the very best. Each policy comes with our outstanding commitment to superior service. You can feel assured that with whatever plan you choose, you have made a wise choice...for a lot of good reasons.

We are just a phone call away. Please contact us if you have any questions.

Sincerely,  
  
Joel Miller  
Equitable Life & Casualty  
1234

"We've been 'Equitable' since 1935...Because We Care!"

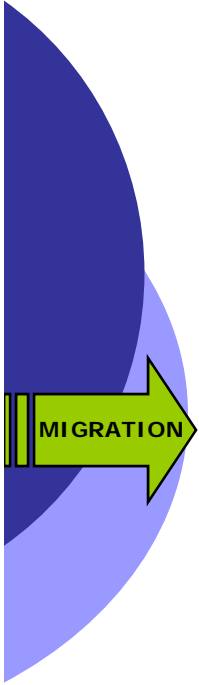
AGENT STATEMENT (of an individual/individuals)  
1. Did you personally interview the applicant(s) and witness the signature(s)?  Yes  No  
2. Please state the name and relationship of any other person present when the applicant(s) sign the form.  
Name: JOEL MILLER Relationship: AGENT  
3. Did you make the application for insurance and any annuities?  Yes  No  
4. In the event we are unable to issue the policy as applied for, would the applicant(s) accept an alternative policy?  Yes  No  
5. Do you wish the applicant(s) to be considered for the issuance of a life insurance policy?  
 Yes  No If Yes, Face Amount \$ \_\_\_\_\_ Relationship \_\_\_\_\_  
Agent's Signature: Joel Miller Date: 3/21/11 Page 4



# Solution Components

---

- Lytrod Software Proform Designer
- Xerox 92c
- Xerox VIPP
- Xerox VIPP Thin Printer



# Workflow Benefits

---

- Migrated 18,000 LCDS forms to Adobe PostScript.
- Document production went from a 30 day to 4 day workflow.
- Personalized documents sent to every client on demand.
- Printers run at rated speed, while PDFs are created simultaneously for archiving.
- Better customer service with a PDF repository.
- Workflow automation achieved.

