

# Case Study 1 – HP Exstream 9.0 implementation at a Fortune 100 company financial services company



## Overview

- One of the largest American auto insurance company (US \$9.2 B) modernizing their core platforms towards providing eSignature and multi channel communication capabilities to its customers

## Delivery highlights

- Consolidated 2000+ Underwriting letters into 85 templates
- Implementing HP Exstream Live/Empower Components to create Interactive Templates allow Underwriters to edit the content of the letter using HP Live Editor.
- Designed and implemented **automated command line packaging utility** – **saves 50% time** in packaging applications.
- Use of Command Center & HP Exstream Delivery Manager modules help to generate multi-channel distribution via E-mail, Fax, Mail and Text messaging.
- Printing single consolidated print files at centralized print shop (National Print Mail Facility) reduced print operations, processing and mailing costs
- Enable E-Signature for faster business fulfillment – **reduce 40% expenditure cost** in entire new customer enrollment cycle.
- Instituting IMB Barcode for all outbound print communications – **saves 60% outbound mailing costs.**

## Business Collaboration and Governance

- VM project team worked closely with Business (Underwriters) for interactive forms design and development
- Conducted Monthly Governance Reviews with Business and IT together and benchmarked performance with industry standard parameters
- VM worked with HP Exstream for resolution of issues

## Challenges

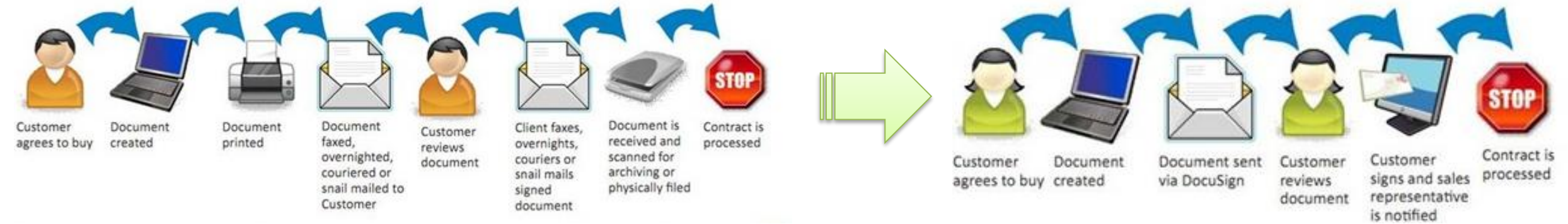
- Integration with external enterprise apps
- Configuration of Multi-channel delivery methods & distribution using Command Center & HP Exstream Delivery Manager modules
- Fulfillment of Live documents via Command center within the Exstream instead of web service call
- 2000+ underwriting documents and letters are on MS Word and old MS Word functionality without the modern correspondence features.
- Lack of centralized correspondence template management system - leading to inconsistent customer communication and unable to generate target & personalized communications.

## Tools

Guidewire, HP Exstream 8.6/9.0, HP Exstream Empower, HP Exstream Delivery Engine, Tomcat, HP MessagesPoint, SOAP UI Pro

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## eSignature



30% increase in same day closures

- IMb Tracing allows mailers to uniquely identify and receive mail processing data for outgoing mail and incoming reply mail.
- A mailer's proper application of these barcodes allows the Postal Service to generate IMb Tracing scan data and distribute this data to the mailer

Reduction in Cost from \$9 to <\$1

Exhibit 3-3.2a  
Destination IMb Tracing™ Intelligent Mail Barcode Format Structure Digits



Destination IMb Tracing™ Intelligent Mail Barcode Format Structure Digits																														
2		3			6						9						11													
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID		Service Type ID			Mailer ID						Serial Number						Routing ZIP Code (0, 5, 9 or 11 Digits)													

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