

# Content Management Services

## Electronic File Solution™ (EFS)

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**Solution:** Field Sales Support

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**Customer:** Insurance Company

*A leading financial protection company and a premier provider of life insurance, annuity, and investment products and services*

**Industry:** Insurance

**Deployment:** United States

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### Benefits

- The company now has corporate control of documents that were previously held by advisors.
  - The company has the ability to ensure corporate document retention policies are followed.
  - Field agents have secured visibility to documents stored in both EFS and AWD.
  - The company can easily adapt document retention practices to meet its changing regulatory and compliance requirements.
  - The company can back-scan paper documents to reduce storage costs, improve access, and reduce risk.
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### Case Study: Insurance Agent Solution

#### **Electronic File Solution (EFS) Helps Leading Insurance Company Retain Records, Reduce Risk, and Improve Field Agent Productivity**

Agents for one of the world's largest insurance companies gather a range of documents as they work with potential customers. The company is working with EFS to implement a secure, centralized repository where field agents can easily capture, store, and access documents specific to the sales process.

#### **Business Need**

To enhance field agent productivity, the insurance company wanted to provide them with the ability to easily capture, classify, store, and access sales documents from a secure environment. The company also wanted to efficiently manage the life cycle of sales-related documents in keeping with their corporate records retention policies.

The company classifies sales documentation into “pre-sale,” “at-sale,” and “post-sale” categories. Agents in the field generate documents that exist as paper or electronic files. Pre-sale and at-sale documents are currently processed in the company's service centers, using DST's automated workflow solution, AWD®. The company utilizes AWD to automate the processing of documentation through the sales cycle. Field agents did not have access to the AWD system used in the service centers. Instead, they relied on physical copies of documents that were already being captured electronically within AWD.

#### **Our Solution**

EFS developed an environment for agents to easily capture, store, and view documents specific to the sales cycle. A browser-based interface enables agents to store and view documents using predefined tag fields. Because the solution is browser-based, agents did not need to purchase or install any special software. Paper documents can be scanned using any commonly available desktop scanner and can be entered into EFS from any Internet-accessible location.

Integrating EFS with existing systems used at the company, such as AWD, now provides agents with on-line access to documents at any time during the sales and processing cycle. They are now able to follow an insured's application from inception to acceptance, all through a single EFS interface. As a result of this

integration, field agents now have easy and secure access to electronic versions of the documents they need to more efficiently perform their jobs.

EFS also enables the company to standardize the software and procedures that agents use to work with sales-related documents. The company has the ability to generate audit reports detailing access history, change history, and volumes by agent. In addition, reporting can be used to audit agent activity on a case-level basis to ensure all required elements of a case are captured.

The solution supports document retention policies based on the company's corporate standards. Post-sale documents are stored and maintained in a combination of AWD and other legacy systems.

### **Standardized Access**

EFS is delivered in an Internet-accessible software-as-a-service (SaaS) model with 24x7 support, including all hardware, software, capacity planning, and systems management. This model enabled the company to deploy the solution to its pilot group for field testing within 30 days and expand the offering to its more than 6,000 agents seamlessly following the pilot program.

### **Adaptable**

The solution supports the Java EJB Web Services standards, making the solution easily adaptable within the company's enterprise architecture, including integration with DST's AWD business process application.

- Integrates with the company's legacy systems (Siebel, LDAP, Oblix, etc.) to control access within the EFS
- Leverages the existing Oblix security infrastructure for user authentication currently used in the company's AWD environment
- Features integration between EFS and the company's AWD environment to enable advisors to access documents from both systems using the browser-based interface
- Enables the company to administratively reassign ownership of documents

For more information on EFS, please e-mail [EFInfo@dstsystems.com](mailto:EFInfo@dstsystems.com).