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THE DOCUMENT COMPANY
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Case Study

Results
you can
measure.

Equitable Life & Casualty has added valuable personalized data to its business correspondence, increasing the value and impact of each mailing.

Turnaround time for issuing policies has been reduced from 30 days to 4 days.

Policy production operation costs have been reduced and production capacity has increased.

Production of multiple documents has been pulled into one data stream, significantly reducing time and costs.

A Xerox, Adobe and Lytrod workflow and document production solution allowed **Equitable Life & Casualty** to reduce production costs, increase capacity and add valuable personalized data to its business correspondence.



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Equitable Life & Casualty

Equitable Life & Casualty (EL&C), with its headquarters in Salt Lake City and 3,600 independent agents nationwide, is a national leader in life and health insurance protection for senior Americans. The company's offerings include Medicare supplements, as well as insurance for long-term care, home care, critical illness and life. EL&C, a family-run business that was founded in 1935 by Roderick "Doc" Ross and is led today by his grandson, E. Rod Ross, is committed to offering superior products and customer service with a personal touch.

The Challenge

1

"We wanted to stress the importance of our clients to our business by personalizing our communications. The value of that relationship cannot be measured in dollars; and we will passionately guard and preserve it."

E. Rod Ross, ES&C President and CEO



Equitable
Life & Casualty
INSURANCE COMPANY

Recognizing the value of a personal touch in client correspondence and the positive impact it can ultimately have on the bottom line, EL&C wanted to produce highly personalized, compelling documents for each and every one of its clients. It also wanted to further automate and streamline its workflow so that the production of letters, application forms and policy statements could be combined, rather than separate processes. Finally, the company wanted to combine data and graphics into one workflow.

The Solution

2

"Xerox and Adobe print workflow solutions helped us merge data from multiple sources and ensure that our production is highly personalized, efficient and effective."

Carlyn Campbell, EDP, Manager of Document Production Systems and Support



Xerox helped EL&C migrate policy application printing from Metacode to Xerox VIPP® (Variable-data Intelligent PostScript Printware) language, a component of the Xerox Freeflow™ Digital Workflow Collection. The Xerox VIPP allowed EL&C to combine the data streams for all its client documents and merge its data files with variable data documents for production printing. Lytrod Proform Designer software converted 18,000 forms to Adobe® PostScript® and created personalized letters and policies. EL&C also used the Xerox VIPP Thin Printer (VTP), with the bundled Adobe Acrobat® Distiller® Server, to help personalize, assemble and print documents efficiently and cost-effectively.

The Benefit

3

"Using Xerox VIPP, policies, applications, and cover letters were pulled into one data stream, and a fully assembled package came off the Xerox printer. All we had to do was staple and send it."

Carlyn Campbell, EDP, Manager of Document Production Systems and Support



By implementing the Xerox, Adobe, and Lytrod production solutions, EL&C's workflow and document production was streamlined significantly, reducing the time required to issue policies from 30 days to just 4 days. Policy production operation costs have been reduced and production capacity has increased too. Additionally, EL&C has added valuable personalized data to its business correspondence, increasing the value and impact of each mailing. With the solid foundation of the Xerox and Adobe production system in place, EL&C is also poised to address its future goals: transitioning all pre-printed and in-house offset printed documents to an on-demand digital color printing environment.