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## APPLICATION STUDY

## American Fidelity Puts its Faith in RSA and Reaps the Rewards

Take a wide array of print engines and front ends. Next, task them to produce thousands of forms, marketing materials, publications, and a myriad of essentials such as business cards. You end up with a set of challenges that put tremendous pressure on any kind of print shop.

At American Fidelity, an insurance company based in Oklahoma City, Oklahoma these challenges were slowing production times and increasing costs for the company and the five independent business units that fall under its banner. In addition, there were regular production jobs using legacy data streams that needed to be produced on much of the same equipment as day-to-day on-demand documents. Then there were the print management requirements for the 60 or so distributed copiers and printers in Oklahoma City and in other locations across the U.S. American Fidelity needed a solution that could meet current needs and was scalable as the company grew.

"Our documents vary by state, the selling company and in some cases even the customer," explains Phil Larson, Director of ISD Enterprise Operations at American Fidelity. "Many of these have to meet various compliance requirements and always be available in their latest form, both now and years into the future. We produce these on a wide variety of equipment and we need to be sure they will print accurately on any device."

### Follow the documents

And that's just the beginning. The company used a mix of offset and digital printing, spreading the work to multiple commercial print shops around the country as well as handling some internally. Costs were difficult to control. Delivery times were often out of synch with demand and could be measured in weeks.

"It is not uncommon," relates Larson, "for agents to have shelves of printed materials in their offices. It can be impossible to control whether those are up-to-date. And when they go out of compliance you end up throwing 10,000 pieces in the recycle bin."

### Integrated solutions

Realizing a zero-based inventory via digital printing was the best approach, Larson brought the majority of the work in-house and began a two-year search for the software tools

that would relieve the simultaneous pressures of inventory control, time, and print management.

The search identified three solutions from a single vendor, Rochester Software Associates, Inc. (RSA), that could be integrated to meet his diverse set of challenges. The first, M.I.S. Print™, was already in the shop, converting legacy LCDS jobs to PostScript output, with support for PDF output and archival.

Next, he needed a way to manage all the jobs flowing through his operation. He was seeing about 25 complex new on-demand orders a day in addition to the production output and office support on-demand, but knew that would rise sharply as he built his vision of a new in-house workflow. Requests are versioned, variable, and static. RSA offered QDirect™, a comprehensive print job manager for accounting for, controlling, and routing jobs across an enterprise.

"QDirect looks to be a huge blessing," affirms Larson. "We have a thousand desktops and all the production servers sending in print jobs. Then there's the production loads, all the marketing requests and reprints. We had no way to manage that through one process. QDirect lets us pull all that together in the printshop no matter where it comes from and distributes the jobs to where they can be produced most efficiently."

The routing is based on pre-determined business rules, individual job specifications and equipment availability. These rules can be changed at any time as equipment is added, removed or when new capabilities become available.

*"We have a lot going on, but RSA has just been phenomenal. We spent a lot of time looking and I've gotten everything I thought I was going to get—and that can be rare."*

Phil Larson,  
Director of Operations

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*Document fidelity was ensured for American Fidelity, thanks to PDF-based solutions from RSA.*

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*American Fidelity's Print Center can print and deliver new jobs as well as orders from a 10,000+ document archive in as little as six hours compared to weeks with their previous system!*

"That's only one part of it," continues Larson. "Because QDirect and M.I.S Print are tightly integrated I can pull the data center, network and production information through QDirect, do my cost accounting, and manage it all in one place, through a single program!"

**Decreasing Time to Market**

Further advantages came as Larson built the archive that would enable the zero-based inventory he envisioned.

"Over the past year, we have worked to use QDirect in conjunction with another RSA tool, WebCRD™, to convert a PDF repository of over 5,000 marketing and sales pieces that can be ordered on demand. We can have them printed and ready for delivery in 24 to 48 hours. In some cases we've had documents pulled from the archive that previously would have taken six weeks of internal process to print, and we've had them printed and ready to ship in as little as six hours."

That kind of flexibility delivered the growth in on-demand order volume Larson anticipated, rising to some 300 per week, currently. A six-fold increase would cause problems in many shops but the combination of WebCRD and QDirect enables Larson to run all those jobs with absolutely no increase in staff. "We want to be known as the 'GO TO' place to get personal service and professional on-demand print."

**It's the team!**

"Every advance has come from our team working face up with the customer," asserts Larson, praising his talented team. "The RSA suite is the right toolset to assist an excellent team."

Next on the agenda? Doubling the size of the archive and extending full services through all business units and outside the company. "The way WebCRD, M.I.S. Print and QDirect are integrated will let us have the 10,000+ documents we need in our archive, with all the complexity and associated workload—still without any additional staff."

The operational advantages of the approach have also yielded significant savings in print costs. "We saw a 15 percent savings the first year, 13 percent the second year and another 4 percent the third year. And those are sustained savings, so we see a continued annual reduction of 30 percent, which is over \$1 million per year," says Larson.

**Easy Customization**

Larson says competing vendors had most of the different elements, but none could do all of the things he needed, and most required substantial customization which he wanted to avoid. RSA's modular architecture provided the structure he needed.

"Even though I have multiple businesses and customers who change the ways they do things, I can turn features on and off so it looks as if it is customized but without having to do a lot of extra work or write a single line of code. RSA's solution handles all of my business needs."

Technical skill and service were the final elements in Larson's decision. "RSA had the technical acumen and a long term history. This was important because I wanted someone who will be here 10 years from now, because this isn't just something to do for me, this was our way of business. Opening a business is more than hanging up a shingle. Opening a Portal to our Print Center was more than putting up a storefront. RSA's workflow experts worked closely with our IT department to ensure a smooth rollout."

"We're complicated," he concludes. "We have a lot going on, but RSA has just been phenomenal. We spent a lot of time looking and I've gotten everything I thought I was going to get—and that can be rare."

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