

R

S

A

APPLICATION STUDY

Penn National Insurance Streamlines System with M.I.S. Print

Rochester Software Associates, Inc.

69 Cascade Drive
Rochester, New York
14614

Main 585.262.2690
Fax 585.262.4808
E-mail RSAinfo@rocsoft.com
Web www.rocsoft.com

When it came time to retire its aging LPS printers, Penn National Insurance took the same methodical approach deciding on a new printing system as it did all business matters. "We did a lot of research," explains Kathy Madar, computer services manager for the Harrisburg, Pennsylvania-based company. "We knew this was a system we'd be relying on for years to come, so we needed to make an informed decision."

Established in 1919 by a farmers' association that was dissatisfied with the high cost of insurance, Penn National Insurance now provides a full suite of business and personal policies through more than 1,000 independent agents in nine states.

Not surprisingly, hand-in-hand with this business success comes the need for generating mountains of critical documents such as policies, ID cards, invoices, labels and reports through the company's computer services group.

As the group considered its options for upgrading its print system, it became clear that the solution had to be easy to use, reduce costs and provide the capacity for future applications.

Seamless conversion

"When we began discussing a proof of concept, there were two requirements that were critical," says Mader. "One, the solution had to be seamless and two, there would be no conversion programming involved. We just couldn't go there from a budget nor a staffing standpoint."

The answer: two printers utilizing RSA's M.I.S. Print software for automatic data conversion of their legacy applications.

Although M.I.S. Print is usually installed as an integrated solution on the print controller, RSA configured the solution to run M.I.S. Print on a standalone Sun-based Channel Server, which is capable of driving both printers. LCDS data streams, including DJDEs and

Metacode, are received by M.I.S. Print from the company's OS390 host and automatically converted to PostScript for production. Since M.I.S. Print processes between 1,000 and 10,000 ppm, it can drive both production printers simultaneously.

The end result: the company liked the solution so much that it kept the equipment brought in for proof of concept and, a month later, brought in a second printer.

"The RSA team has been top-notch," says Mader. "There was some work around involved in the installation process, but all in all, everything went very smoothly. It only took RSA's technical staff two days to get us up and running. If there was an issue, RSA took care of it immediately... we never heard 'that's not our problem.' Everyone knew what the system could do, and they worked effectively to ensure we were up and running. RSA even automated our backups for us."

Saving on print costs through the company

According to Mader, her group has saved time and money with the new system. "We print just under 2.6 million images per month on the two printers," she says. "In the past, if we had to reprint a particular policy, it could mean re-generating the entire report."

Now, using M.I.S. Print, we're able to retrieve individual policies on-demand, which saves us considerable time and money. We have also saved money in paper costs. We no longer discard several boxes of paper a week due to the high incident of jams we encountered with our previous printers. And when there is the rare jam, the topside paper path makes it easy to clear," states Mader.

"It only took RSA's technical staff two days to get us up and running. If there was an issue, RSA took care of it immediately."

Kathy Madar,
Computer Services Manager



R

S

A

APPLICATION STUDY

Mader says the company also saves money by encouraging the organization to send its print jobs to the printers. The jobs are queued up and managed through M.I.S. Print instead of using more expensive desktop printers for larger jobs.

"Employees would find themselves printing a 400- page manual on a 12-page-per-minute printer," recalls Mader. "Those desktop printers operate at five times the click charge of our new system. Today, for these larger jobs, they just route them to the data center. It's faster and less expensive than printing out documents on the smaller printers."

Another important feature is M.I.S. Print's rip speed, which handily beat their previous system's controller. "The rip rate is great compared to what we experienced before."

And the new equipment is more user-friendly. "The system is pretty easy to use, but even after the training, our operators couldn't really believe it was going to be that straightforward to operate. For example, managing the queue of mainframe and network jobs takes only a couple of clicks of the mouse," she says.

M.I.S. Print's resource management interface is also easy for users to edit, print or view existing printer resources such as forms, fonts, job set-ups, logos and images. Customers can modify and manage resources before jobs are printed, as well as view or sample resources on the screen or to the printer.

"In the past, if we had to reprint a particular policy, it could mean regenerating the entire report. Now, using M.I.S. Print, we're able to retrieve individual policies on-demand, which saves us considerable time and money."

Kathy Madar,
Computer Services Manager

**Rochester Software
Associates, Inc.**

69 Cascade Drive
Rochester, New York
14614

Main 585.262.2690
Fax 585.262.4808
E-mail RSAinfo@rocsoft.com
Web www.rocsoft.com

