

Adobe®



# Solutions for Insurance

Optimizing document processes for  
improved profitability and service



# Increase market share and decrease costs for stronger competitive advantage



Deregulation. Globalization. The relentless pace of technology. Combined, these trends have propelled the insurance industry into a state of rapid transformation. Throughout this highly competitive landscape, both personal and commercial insurance providers face seemingly endless struggles to gain and retain not only customers but the mind share of distributors, agents, and partners as well.

Fortunately, every serious business challenge presents a powerful opportunity to profit. Insurance companies that integrate proven technologies into existing business workflows stand to rise above companies trapped in time-consuming, paper-intensive processes.

That's what Adobe solutions for insurance are designed to help you do: Streamline and automate business processes so you can turn today's costly challenges into tomorrow's profitable opportunities. The cornerstone of the Adobe solution—and the key to increasing the agility of your insurance organization—is Adobe® Portable Document Format (PDF) files. A recognized standard adopted by enterprises worldwide, Adobe PDF is a reliable format for electronic exchange that preserves document integrity. Adobe PDF files can be viewed and printed

on a variety of platforms. And because Adobe PDF files are so easy to use, a solution based on this technology ensures early adoption by most end users. Combined with Adobe products that integrate disconnected document-based processes, Adobe solutions for insurance provide powerful opportunities that can help improve customer service and increase profitability.

## Today's costly challenges

Whether your organization provides personal insurance coverage to consumers or commercial coverage to businesses, you require proven solutions that help you overcome costly challenges, including:

**The commodity approach of today's insurance customer.** Now that banks, investment firms, and Internet-based brokers have entered the market, customers have more choices than ever. Customers have come to expect—and demand—more for less. Most are more than willing to leave one insurance company in return for a more efficient customer experience at another. This weak customer loyalty erodes market share and profitability.

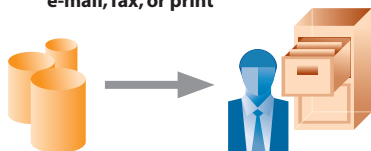
"The Adobe solution offers us a competitive advantage by streamlining the delivery and processing of customer applications. The bottom line is that we're reaching more customers faster with better services, while lowering our costs of doing business."

Greg Davenport, Assistant Vice President and Director of Surety Operations, Safeco

### Adobe solutions for insurance connect documents, people, and processes.

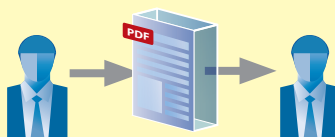
#### Document generation

- Create high-quality, customized documents
- Store files in a reliable format
- Produce data- or event-driven forms
- Deliver via the Web, e-mail, fax, or print



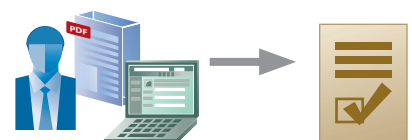
#### Document process management

- Streamline information capture
- Produce easy-to-use, intelligent online forms
- Integrate with core systems



#### Document collaboration

- Automate document exchange, review, and approval
- Help protect document content and integrity
- Allow external users to participate with ease



### Disparate processes, systems, and applications.

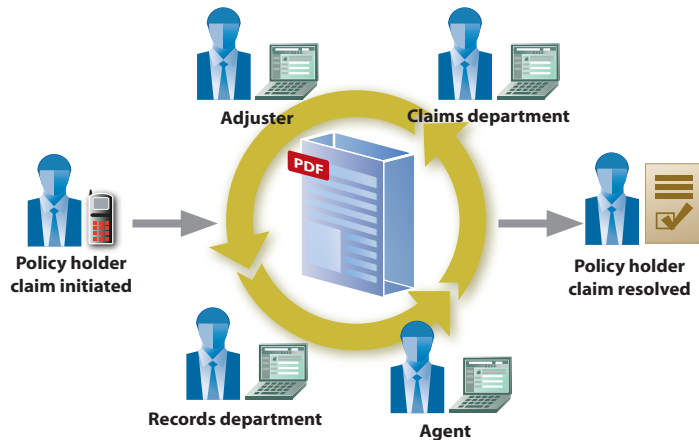
Whether due to multiple mergers and acquisitions or individual divisions purchasing one-off applications, the infrastructure of many insurance companies resembles a patchwork of unrelated processes, workflows, and groups. This lack of integration slows response times, which frustrates customers, causes high rates of redundant data entry, and breeds multiple errors. Until the majority of applications in a process are integrated, managers will not have access to accurate, reliable information and will be unable to make sound business decisions.

**Regulatory requirements.** Deregulation has not eliminated stringent legislated requirements for insurance providers. From customer privacy and security to compliance reporting, insurers expend tremendous effort and resources on costly, labor-intensive administrative tasks to ensure and prove that they are meeting regulatory requirements. Noncompliance leads to costly consequences.

### Tomorrow's profitable opportunities

With an easy-to-use interface that can be customized to reflect your current paper-based processes, Adobe solutions are readily learned and adopted by end users. When you integrate these solutions into your company's existing document workflows—from application, surety bond, and claims processing to policy servicing and rate-manual generation—you'll be well equipped to face industry challenges and powerfully positioned for long-term strategic growth and profitability. That's been the experience of several leading insurance companies that automated document processes using Adobe solutions. In fact, one nationwide provider reduced administrative time spent on forms by 90%—for an estimated annual savings of \$300,000 in agent time. Adobe solutions for insurance can help your organization achieve similar results by helping to:

### Minimize paper-based processes. Maximize organizational agility.



Using Adobe solutions for insurance, you can streamline critical document-intensive processes, improve customer satisfaction and retention, and strengthen agent loyalty, which can lead to increased profitability and market share.

**Integrate islands of information locked in disparate systems.** The eXtensible Markup Language (XML)-based architecture of Adobe solutions provides an open framework for extending business processes inside and outside the firewall to employees, partners, and customers. Thus, information from multiple sources—including data from enterprise applications, existing systems, and custom-built solutions—can be gathered and presented in accessible digital documents that look and function just like traditional paper-based documents. Using this cost-effective solution, your organization can extend the value of existing systems. In addition, easy access to key business information dramatically increases productivity and enhances decision-making capabilities.

### Reduce response times and operational costs.

Paper-based processes are inefficient, labor intensive, and costly. You can accelerate your sales cycle when you automate document processes with Adobe solutions. Because agents have instant access to all the information they need, your organization can match the speed and convenience of Internet-based competitors. Agents can generate quotes in minutes and spend far less time on error-prone, manual

administrative tasks. Most important, they can focus on the high-profit profession they know best: selling policies and servicing customers. The result? Happier customers and lower costs for customer acquisition and retention.

**Strengthen customer and agent loyalty.**

By automating business processes and offering some self-service options online, you can help ensure that your customers experience convenient, consistent, helpful service when they interact with your company. Because new customer acquisition is costly and short-term customers represent a loss, the surest route to profitability is through maintaining, as well as growing, market share. Satisfied customers may be more likely to increase their portfolio of your products and to send others customers your way. Furthermore, by ensuring customer satisfaction, you strengthen agent loyalty—because top-performing agents choose to work with companies that give them the tools they need to provide efficient, cost-effective service.

**Increase information security and privacy.**

With so much paper piling up, it's almost impossible to ensure the security and privacy of sensitive business information. And yet, that is one of the primary responsibilities of any insurance provider. Adobe PDF documents give your company the ability to help regulate and track the communication of information. Adobe PDF files support digital signatures and version control, provide security features that help prevent unauthorized access and changes, and can be indexed and archived for safekeeping and retrieval.

**Meet stringent reporting requirements more easily and cost effectively.** By streamlining data capture and integration processes and simplifying internal reporting requirements, Adobe solutions can result in greater data accuracy and consistency. And because all the data you need to share with regulatory agencies is integrated, organized, and easily accessible, you can automatically generate reports at regularly scheduled intervals. Plus, with Adobe solutions, you can audit automated processes to quickly determine what was done when and by whom. These capabilities can increase the accuracy and reliability of your regulatory reports—and can help reduce the costs and errors associated with traditional labor-intensive administrative tasks.

**Extend your existing systems for maximum ROI and market share**

The insurance industry is built on practical traditions. And there's certainly no need to fix what is not broken. Yet, in a deregulated age where tech-savvy insurance companies tempt customers with convenience and cost savings, there is something to be said for enhancing traditional systems. That's what Adobe solutions for insurance help you do: Extend the value of your existing IT and business system investments by automating processes that can make agents more productive and help you retain customers. And because Adobe solutions are flexible and scalable, they expand to accommodate the increased market share and profitability that accompany the growing success of your business.

**About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems Incorporated provides solutions that help enterprises, creative professionals, and home and business users make visually rich information reliably available to anyone, anywhere, on virtually any device.

One of the world's largest software companies, Adobe generates annual revenues exceeding US\$1 billion. More than 3,000 employees across the world share Adobe's commitment to helping people and businesses communicate better.

For more information on Adobe solutions for insurance, call 800/861-9428 or email [solutions@adobe.com](mailto:solutions@adobe.com).

