



OUTDATED SYSTEM PRESENTS OPPORTUNITY FOR MAJOR IMPROVEMENTS

The most profitable credit card company in the U.S. could see problems ahead. The company is the most profitable bank for its asset size, with an account base of 7.2 million credit card holders. It manages over \$10 billion in assets and supplies consumer lending and deposit products nationwide, including VISA and MasterCard credit cards, secured credit cards, revolving lines of credit and home equity loans. A major consumer lender, the organization has over 3,000 employees servicing approximately 3.5 million customers nationwide.

Running this successful business generated some 48.6 million pages of documents a year, and the volume was growing at a rate of 45 percent per annum. These documents included statements, welcome agreements, check images, applications, and reports. Many documents were needed across the enterprise, yet access was often limited and paper-based. Nor could the company take advantage of the expanding Web environment to service and build customer relationships.

The company wanted to ensure continued support for existing customers, as well as future ones. Needs included not only image capture and retrieval, but also involved core workflow issues. There was no doubt the business needed to replace its antiquated in-house COLD system, which was difficult and time-consuming to use. At the same time, there were other capabilities the company could acquire that would help it maintain its leadership position in a highly competitive field. The time was right for a new, feature-rich system that could meet current requirements and provide long-term support as well.

Fast Response Was Key to Success

The company's growth had been fueled by an understanding of consumers' borrowing needs and a talent for designing lending products to meet those needs. Serving diverse markets, the business strategy is to

become the "Primary Lender" for its customers. As the consumer market continues to grow, ready access to data remains critical to increasing both marketshare and share of customer. All critical IT functions have been managed in house, which has created a strong culture of hands-on managers. The organization could quickly capture and interpret pertinent data to respond to changing market conditions with new product offerings.

While this structure had served quite well, the technology had nearly reached its limits. Now, in order to maintain the core business focus essential for continued profitability, the company had to consider a major overhaul of its data management capabilities.

Complex Data Streams Created Problems

The company's vendor selection criteria for strategic relationships are highly competitive, and INSCI earned its position by solving a complicated intelligent data stream (IDS) problem. INSCI's initial involvement arose from a need for an archive and retrieval system for complex Metacode and PCL documents. These consisted of welcome packages and account agreements and amounted to about 200,000 packages per month. The complex output streams could not be handled by the "home grown" COLD system that archived nine million pages of credit card statements per month.

As INSCI tackled this problem, the client also became interested in how INSCI's COINSERV products compared to the financial services provider's "home grown" system. INSCI's COINSERV software provides a complete, integrated document repository and output management solution. With it, enterprises can efficiently tap into their digital document repositories for on-demand viewing, printing, Internet access, CD distribution and re-purposing of documents for Internet presentment and other e-commerce functions.

An unexpected business crisis provided additional incentive to move to a COINSERV solution. The company's data processing vendor changed the data stream for statements to AFP, a format the internal document system could not handle.

Although the AFP dilemma created a serious problem, it was also an opportunity to reevaluate the state of the company's long-term document strategy and consider alternatives and options for the future. A technology board was responsible for identifying the company's needs based on long-term business objectives.

Existing System Was Limited

Many factors were considered as the company took a hard look at its enterprise document strategy. The in-house system was costly to maintain and promised little future return on investment. Users were unable to view documents with the in-house system. It only gave the ability to request a print, which generated unnecessary paper and wasted time. Internal staff confirmed the level of difficulty and costs associated with modifying the existing system.

The current system was unable to process AFP data streams, critical now since important documents were being prepared in this format. Going forward, the financial services company wanted to process common IDs such as AFP, Metacode, and PCL. Management also wanted a "lights out" operation with unattended downloading options and automatic migration to optical storage with Hierarchical Storage Management (HSM) capability. Batch reprints and notes capabilities were also needed.

Future requirements specified by the technology board included web access to support consumer demands for on-line relationships, and to make it easier for the enterprise to use electronically stored documents. CD capability would be required to efficiently package groups of documents and the information needed to use them.

COINSERV Offered Comprehensive Solution

INSCI was able to offer immediate, proven answers through the comprehensive COINSERV suite of COLD, imaging, workflow and CD publishing. WebCOINS would make it easy for the financial services provider to distribute information via the Internet. Using Web browsers, WebCOINS accesses archived documents in COINSERV, transforms intelligent data streams, and merges form overlay displays on the Web server, not at the client level. (All servers are equipped with RAID and tape drives.) The composed documents are delivered to the browser in widely used formats easily displayed by popular viewers.

Full-featured Advanced COINScan systematically scans, processes and indexes images stored in COINSERV digital document repositories. Scaleable and configurable, COINScan can meet volume and indexing needs as the company grows and evolves. COINS-CD offered the CD solution required by the technology board.

COINS-CD processes computer-generated output to organize archived documents on CD-R for efficient high-volume distribution.

The technology board had also specified that imaging and COLD access be bundled in an integrated virtual folder for convenience and accuracy. A workflow module was needed to replace the currently installed Viewstar package, which was cumbersome, rigid and expensive. Again, INSCI met the challenge using COINSflow.

COINSflow is a workflow system that turns passive documents into information that can be accessed and used by the entire organization. COINSflow brings together data from various sources and presents it in a case folder, so all pertinent material is available in one spot.

COINSflow is easy and intuitive to implement. Users tap into its various functions through a simulated office scene. Managers can build business processes from a library of customized pre-defined tasks using a graphic flow chart.

Fast Payback Helps Bottom Line

It was clear the COINSERV suite could satisfy all the requirements set forth by the technology board. As a result, a contract for all enterprise output was negotiated based on the successful, cost-effective implementation of a solution for AFP statements. COINSERV had no trouble meeting this condition because it is designed to ingest, interpret and index various intelligent data streams including AFP, Metacode, and PCL.

INSCI brought the company a complete package of hardware, software and services, including development and testing. The COINSERV solution also presented a compelling ROI, with a payback of less than eight months. Using this technology as a springboard, many more opportunities for cost benefits and performance improvements exist within the organization. Today the COINSERV product suite is viewed by the technology board and the company as a valuable component of its strategic technology information management hierarchy.

For information about COINSERV solutions, contact INSCI worldwide headquarters at 1-508-870-4000 or visit www.insci.com