

# ASR

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## Challenge

The board of directors at ASR decided they needed to cut costs, improve customer communications, and extend online content access to employees and customers. ASR's existing ECM system was at the end of its lifecycle and would be costly to upgrade, so they began searching for a replacement. They chose Perceptive Content. Marcel Brandsen, ECM domain architect at ASR, explains this choice.

"Lexmark does not sell a tool, it sells ECM," he says. "We sat around the table with a professional organization that came up with the right solutions for us."

## Solution

ASR's constant communications with its two million customers generate massive amounts of documents that flow throughout the organization. Every document that is sent out begins a new process or is the next step in an existing one. A key goal in the Perceptive Content project was to connect employees to the exact content they need, within the context of their specific business process.

"We set up a complete architecture throughout the organization to ensure that the right content is available for our employees within various business applications and processes," Brandsen says.

### Faster processing of two million documents a month

Today, incoming mail is scanned, classified and automatically channeled into the right workflow. Digital content, such as email and electronic forms, is routed in a similar way. Once the content is processed, a confirmation is frequently sent to the customer and a copy archived in an electronic repository.

"Each month, some two million documents come in and if something goes wrong, lots of people become idle," Brandsen says. "To prevent this, ASR ensures that the ECM environment is flexible, scalable, solid and constantly able to improve processes."

### Seamless integration improves personnel management

ASR implemented Perceptive Content gradually. The complete project involved the migration of 300 million existing digital documents and the saving of tens of thousands of documents produced and received daily.

## Meet ASR

Founded in the early 18th century, ASR is one of the oldest and largest group of insurance and financial services companies in the Netherlands, with more than two million customers.

- ▶ **Location:** Utrecht, The Netherlands
- ▶ **Customers:** 2 million
- ▶ **Focus:** Private insurance

**Products in use:** Perceptive Content, Retention Policy Manager, Perceptive eForms

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**Marcel Brandsen**  
ECM Domain Architect  
ASR

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**Marcel Brandsen**  
ECM Domain Architect  
ASR

The first step was to convert and re-index existing digital archives for each business unit, to make them easier to find and create an infrastructure that is easier to maintain. For instance, ASR's real estate division can now retrieve documents directly from their SAP application.

In the human resources department, digital personnel files were migrated, enabling HR employees to locate and view the files online from within their SAP HCM application. All employees will soon have the same capability. Lexmark's Records and Information Management functionality will automatically purge outdated documents, as required by Dutch legislation.

## Results

### Enhancing customer service

One of the driving factors in ASR's selection of Lexmark was improving customer communications. In addition to sending incoming mail through electronic workflow, ASR will use Lexmark solutions to enhance its "My ASR" online portal, enabling customers to access and interact with uniform pension statements and other content.

"With Lexmark's extensive functionality, ASR should be even more successful in providing 360-degree visibility to customers," Brandsen says.

### Enterprise-wide expansion

Brandsen expects that the entire ASR organization—more than 4,500 employees who handle hundreds of processes—will soon be using Lexmark solutions. The initial implementation went smoothly and Brandsen received requests from ASR employees who saw the potential of the Lexmark suite and want to use it in different ways in their departments.

"Following implementation, the digital documents are not only indexed better, but can also be used to support the workflow and will be linked to various business applications," Brandsen says. "This enables ASR to work on providing value for our customers."

ASR chose Lexmark solutions to provide greater process and content management functionality and a lower total cost of ownership than the company's previous ECM system, due to reduced maintenance costs and ease of expansion

"Within two years, we will have recovered the investment in an ECM environment that will provide a great improvement for ASR," Brandsen says. With a large process and content management project like ASR's, establishing a positive vendor relationship was crucial. "Lexmark is delivering on its promises," he says. "We received full support in the implementation and the experience of a good support organization."

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