

"Right from the takeoff, we have had a unique contact person at Business Document"

MFA: desktop publishing in project mode



For MFA, desktop publishing is today vital for performance. In 2003, the mutual company opted for Bdoc solutions: a small revolution in terms of reliability, team comfort and document quality.



Oktay ENGINTALAY
IT Director

Snapshot of MFA

Founded in 1930, MFA is one of the first French mutual insurances. Historical specialist in insurance of self-employed taxi drivers, MFA also covers the needs of individuals.

Number of employees: **185**

IT team: **15**

Total accrued premium: **60** million euros

Key figures

- **92,000** members
- **15** agencies in Ile-de-France, **4** in the provinces
- **144,000** management contracts
- **380** models of documents
- **900** documents in deferred printing per day against **1,200** in real time

Benefits

- Time gain on production
- Reliability and visibility gain
- Improvement of document quality
- Very good integration with MFA's distributed architecture

With 92,000 members and 144 000 management contracts, Mutuelle Fraternelle d'Assurances (MFA) intends to remain a structure with humane qualities. "Our philosophy is to maintain personalized relations with members and to develop a range of 'tailor-made' insurance products", explains Oktay Engintalay, IT Director. Founded by taxi drivers in 1930, MFA has, over the years, developed its activity with road transport professionals generally, but also with individuals. "Today we offer a whole range of insurance products: automobile, housing, leisure or even supplementary health and provident schemes without forgetting credit." Frankly speaking, as regards document publishing, performance is a must.

Migration asserts itself

However, the desktop publishing solution retained in 2000 during a global migration of the information system is not suitable. And for several reasons. The first and most important reason is the lack of reliability, particularly in a distributed architecture like that of MFA. Moreover, the application drastically lacks flexibility and it is very difficult to upgrade the documents. "Our solution did not enable a simple and rapid modification of the document models. It was a real handicap for us, both in regard to regulatory aspects and to marketing, to which we could not offer good responsiveness. To such an extent that the latter was forced to create new documents itself and to call upon an external service provider. Of course, with additional costs", explains Oktay Engintalay.

Finally, the functionalities were very limited, particularly as regards the graphical aspects, and in the end, the documents were to nobody's satisfaction. Hence, in 2002, when Oktay Engintalay assumed duties as IT Director, his first decision was to replace this desktop publishing application. "We needed a solution that was in line with the specificities of our technical architecture, which means a Citrix environment, distributed applications and access via Wise terminals in agencies."

This first requirement rules out, de facto, a certain number of solutions available on the market. "Our second priority was to find a provider who offers a project approach. Only Business Document convinced us on this aspect."

A project completed in less than six months

And Business Document keeps its promises. *“Right from the takeoff (editor’s note - end October 2003), we had a unique contact person at Business Document and we have appointed an MFA project manager. We restricted ourselves to IT professionals in the first three weeks so as to establish the framework of the project.”*

As from the end of the first month, users were brought into this working group and all documents were reviewed. *“The working group has redesigned the documents in Word, always in collaboration with the IT project manager for variable data emanating from our core business applications. Hence, the flow of data to be sent to the Bdoc production system has always been taken into account.”*

Altogether, more than 300 standard letters are to be transferred to the new solution. The installation and the parameter setting are carried out by the Business Document teams, who also conduct a five day training intended for IT professionals. *“The application has been in operation since March 2004 with a first lot of 150 documents. We have already taken back the 150 documents remaining from last year.”*

“Users no longer hesitate to request specific modification: they know that everything will be taken into account very fast”



A unique solution for all types of printing

Today, the Bdoc production system is entirely led by the MFA core business application, whether it concerns printing in real time (editor’s note - 1,200 documents per day) or deferred. *“The Bdoc solution generates very light spooled files and, henceforth, printing in agencies is instant whereas before you needed to wait several minutes.”* As for deferred printing, it is directly related to the MFA call centre activity.

“As contacts are by phone, it is not necessary to print the documents immediately. Hence, everything is memorized, then the data flow is recreated at the time of printing, which is twice a day. Such deferred printing relates to lots of 200 to 300 documents on average.”

Reliability and performance gain

Satisfaction is guaranteed, both for the final users as for the IT production. *“Users have become very greedy, jokes Oktay Engintalay, and do not hesitate to request specific modification: they know that everything will be taken into account very fast.”* Because the time gained for the IT teams is immense, whether for creating or for modifying documents. And that is not all: today they have foolproof visibility both at the time of development as at the transition to operation or to utilization. *“The smallest anomaly is reported thanks to a mail alert and we can from now on react in real time... The hotline for users is no longer on!”*

Finally, the marketing service has acquired significant possibilities for personalizing mailings and the strategy is no longer limited to desktop publishing. On the contrary! *“In a few weeks, commercial messages will be automatically incorporated in documents based on a dozen specific target criteria. Each document will thus be personalized based on the recipient’s profile.”*

This automation which will even extend, over time, to taking into account the size of the message depending on the place available or even the coherence of messages among them, in the case where several might be integrated.