

"The Bdoc suite solved our technical problems"

# MAAF Assurances: Bdoc or nothing!



At MAAF, Business Document is today the reference desktop publishing supplier. Considerable integration into business applications, responsiveness and quality gain, cost reduction... these are so many points which seal this partnership.



Head of the Document Management entity

## Snapshot of MAAF Insurance

The MAAF Insurance mutual group covers over 3 million individuals and professionals. Expert in insurance as well as in assistance, credit, savings and life insurance, it also brings together a package of services. In France, in 2004, the MAAF Insurance mutual group was the 1st mutual company for professionals, the 5th motor insurer and the 6th IARD (fire, accidents and miscellaneous) insurer. Spread out over 573 agencies, the mutual group MAAF Insurance has more than 6,550 employees.

## Key figures

- 14 million documents in batch.
- 6,500 MAAF users of Bdoc solutions (does not include Web clients)

## Benefits

- The solution has been very easily integrated into the MAAF architecture. Thanks to Bdoc Suite, MAAF targets different output formats: RTF, PDF...
- The document models required by the contracting owner are easily and rapidly designed with Bdoc Design

## Objective: total autonomy

The MAAF Insurance mutual group – which has 572 agencies in France – covers more than three millions individuals and professionals. Frankly speaking, its needs in terms of desktop publishing are consequential. Whether for front office, for all documents (especially contracts) handed over to clients, or for the back office, with appeal letters or surveyor's reports. In 1998, the group decides to acquire a business package, as an alternative to the specific one used till then, and equips itself with Bdoc solutions. "The publisher of our business software, which did not incorporate any desktop publishing, recommended the Bdoc suite to us. Moreover, Bdoc asserted itself as the service provider having the most expertise in terms of interactive creation of documents, which reinforced our choice, explains Nicolas Bonnardeau, in charge of the Document Management entity at MAAF. At that time, the integration of the solution was a kind of pilot project relating to 200 users. There are today over 5,500 users!" Since the beginning, the Bdoc teams were present, assisting in installation, and providing training to the development teams. The objective of MAAF is to be totally autonomous regarding the solution, the more so that a special desktop publishing cell is created in 2001.

## A smooth transition to the euro

"That year, upgrade of Microsoft Windows 95 system (16 bits) to Windows 98 (32 bits) is accompanied by the migration of all the other publications to Bdoc. "The Bdoc suite solved our technical problems, both at the level of work stations and at that of the standard laser printers which we had acquired at that time". Once again the Bdoc teams contributed by recommending the architecture, then hands over to the MAAF desktop publishing cell. This generalisation of Bdoc to the whole group enables a smooth transition to the euro. "Besides the wide possibilities for personalization offered through the creation of documents via Word, Bdoc has removed many obstacles from our way at the transition to the euro."

## Web architecture

In 2002, following on the success of this first project, the MAAF Insurance group, extends the use of Bdoc suite to its partners. *"The strategic objective of the group is to promote its partners such as Banque Populaire, Pro BTP, SMABTB, CAMARTE... We have thus created and put at their disposal a specific application that they use through an extranet. We opted for the Bdoc Web module as pioneers since we are among the very first users of this module."* Users are satisfied, for it is equally with the help of this module that MAAF clients can, in a space reserved on the Insurance group's Web site, carry out their management actions. *"The documents are drafted at our office, and then put at the disposition of clients in PDF format. And, as from March 2006, they can even subscribe to a contract online and have access to their entire history."*

*"We have developed with our publisher true partnership relations based on mutual trust"*



## Development time divided by two at the least

New services, and gain towards customers in terms of image. *"The quality of the documents handed over to clients has improved due to the possibilities offered by Bdoc, but it does not end there. We have also gained in terms of productivity and thus in responsiveness."*

It must be said that the development time for design has been divided at the least by two. *"The more complex the publications are the more we gain in time! The ROI (return on investment, editor's note) is hard to quantify due to the short life span of publications (one and a half year on average) and our constantly evolving system. But the simple fact of having a user-friendly tool, at our disposal makes creation easier and faster."* And the generalization of Bdoc at MAAF is perfectly aligned with the policy of very strong cost control. *"We have achieved significant savings on paper. What used to be previously pre-printed is now composed dynamically by Bdoc and we use only one pre-printed document per company."*

## A technological partnership

MAAF has more projects up its sleeves. *"Our next 'construction site' is the setting up of the multichannel (fax, mail...) and the interconnection of the output documents and our electronic document management (EDM) application. More broadly, the whole architecture of the group tends towards remote composition and Web mode, with the objective of lightening work stations."*

These developments will be done hand in hand with Business Document.

*"We have developed with our publisher true partnership relations based on mutual trust. So much so that today we are in a way a 'laboratory client': we test and certify new versions of Bdoc solutions, thereby enabling us to remain pioneers."*

*"The quality of documents handed over to clients has improved due to the possibilities offered by Bdoc, but it does not end there. We have also gained in productivity and thus in responsiveness"*