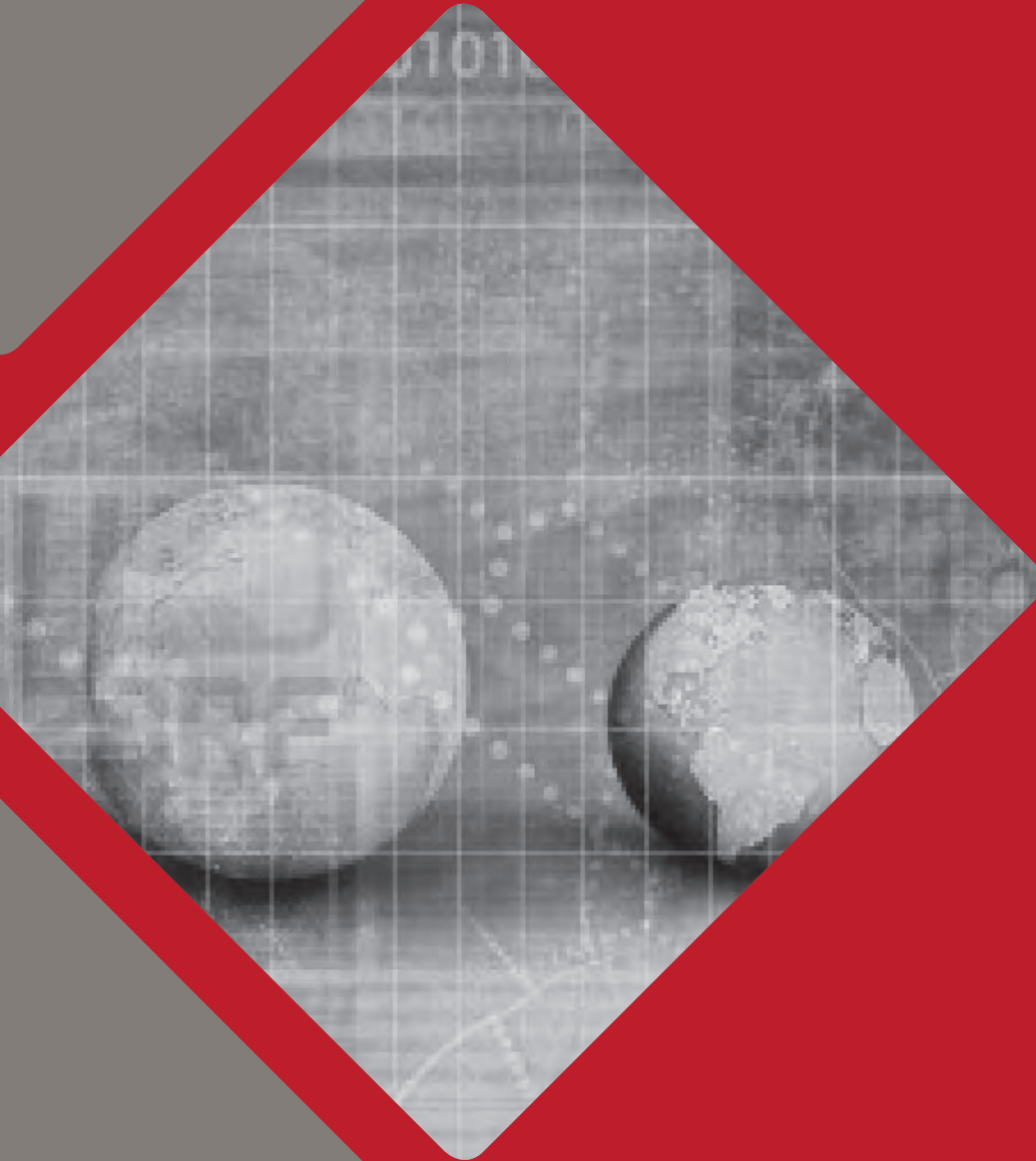


DELIVERING CUSTOMER COMMUNICATIONS IN A DYNAMIC MARKETPLACE

A Madison Advisors White Paper
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MADISON **ADVISORS**

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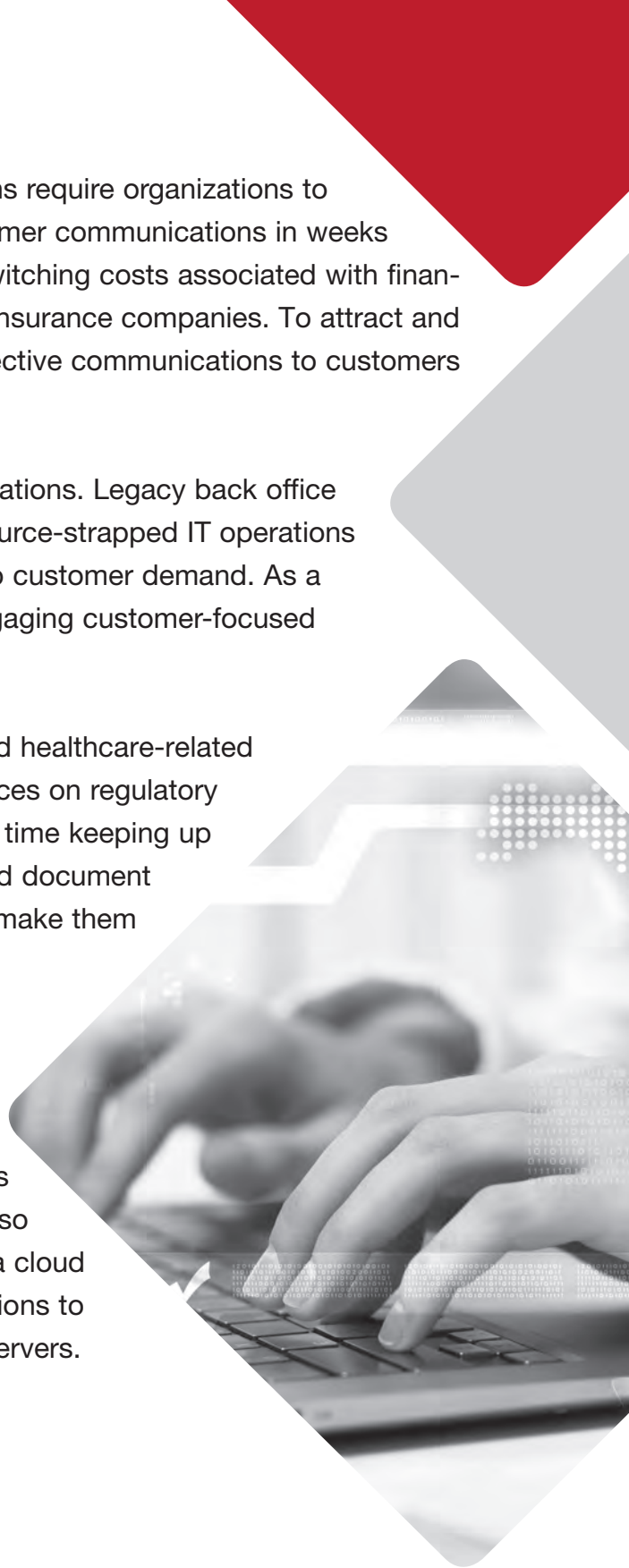
EXECUTIVE SUMMARY

Rapid changes in customer demand and market conditions require organizations to develop, implement, and deliver timely and relevant customer communications in weeks not months. Technological advances have reduced the switching costs associated with financial institutions ranging from banks, and mutual funds to insurance companies. To attract and retain customers, these organizations need to provide effective communications to customers throughout the customer lifecycle.

Organizations often lack control over customer communications. Legacy back office applications designed to produce printed output and resource-strapped IT operations limit the flexibility with which organizations can respond to customer demand. As a result, line of business operations struggle to produce engaging customer-focused documents.

In addition, data security and privacy laws for financial and healthcare-related documents require organizations to focus precious resources on regulatory requirements. Insurance companies spend a great deal of time keeping up with state-specific changes to disclosure requirements and document formats, which leaves less time to simplify documents to make them easier to read by consumers.

NEPS provides organizations with a solution to optimize customer communications processes. NEPS Integrated Communications Platform provides a flexible environment for streamlining business communications processes and managing customer communications. The platform also reduces capital costs, since NEPS hosts the platform on a cloud computing architecture, eliminating the need for organizations to purchase and maintain additional software systems and servers.





NEPS commissioned Madison Advisors to conduct an independent analysis of its Integrated Communications Platform. Madison Advisors is a consulting firm that helps organizations advance their print and electronic communications strategies and solutions. Madison Advisors specializes in offering context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications.

Overall we found NEPS Integrated Communications Platform to be an ideal solution for rapid implementation of customer communications. The remainder of this paper reviews the NEPS solution in terms of the unique business problems that it helps solve. It includes an up-close review of the product, as well as a discussion of the strategic benefits that the offering delivers.

MANAGING CUSTOMER COMMUNICATIONS

Customers expect to receive and view documents online. Greater acceptance of electronic delivery, even when customers receive paper versions of the same documents, drives organizations to develop multi-channel delivery strategies. As a result, organizations need to quickly implement new solutions for customer communications management that support multi-channel delivery while maintaining corporate branding.

Some documents, such as correspondence and forms, would be more effectively completed online. A customer service representative on the phone with a customer works with a partially pre-filled document and collects the data necessary to complete the document from the customer. Self-service applications allow customers to complete data entry on their own. In either case, the CCM solution manages the business process associated with the document, moving it through each step of the process and finally submitting the document to a printer or electronic queue.

Organizations need CCM solutions that integrate with existing back office data systems, support regulated document standards, and allow for management of every step in the process. These solutions need to provide organizations with centralized command and control to manage documents during development, track changes to business rules and content, and monitor the transition during migration from legacy systems.

HOW NEPS MAKES A DIFFERENCE

As a cloud-based solution, NEPS Integrated Communications Platform enables organizations to quickly ramp up and deploy multi-channel customer communications, while maintaining compliance. With its in-depth document expertise and broad toolbox of software components, NEPS develops hosted applications and integrates the solution with existing legacy operations, which reduces the IT burden and reduces the need to make changes to the existing systems.

NEPS solution enables organizations to right-size their customer communications environment. The solution supports cloud-based and onsite implementations, so successful applications can be lifted from the cloud environment and installed onsite. This allows organizations to take a balanced approach to IT infrastructure instead of an all-or-nothing solution.

As document composition experts, NEPS creates engaging customer communications that meet corporate branding standards and conform to industry regulations. NEPS utilizes a number of leading document composition software systems to develop industry-leading customer communications.

NEPS platform supports document-based business processes for either batch or interactive data processing. The platform also supports multiple output channels, including print, web delivery, e-mail delivery, digital mailbox, and SMS channels. By using the NEPS solution, organizations address customer demands for interactive, multi-channel communications without disrupting traditional print production and without significant investments in infrastructure or IT resources.

PRODUCT ARCHITECTURE

NEPS offers its CCM solution utilizing both onsite and private cloud implementations. NEPS organizes third-party software components for document composition, transformation, and electronic presentment under its NSITE Control Center. Based on each client's workflow, NEPS combines required modules to deliver a customized CCM solution in either a dedicated, shared, or hybrid cloud model. NEPS hosted platform has full HIPAA, PCI, and SSAE16 (formerly SAS70) certification.

NEPS primary hosting facility is a Level IV datacenter offering true N+1 redundancy across all key infrastructures, including cooling, power, fiber, and internet. Secure key-card access and biometric fingerprint scanners control physical access to the facility. On-site security includes full-time (24/7) security guards and video surveillance.

The figure below shows how the NEPS hosted solution connects to data, content, and output components within a client's environment. By utilizing a cloud-based hosted environment, NEPS scales its CCM solution to manage demand for customer communications.

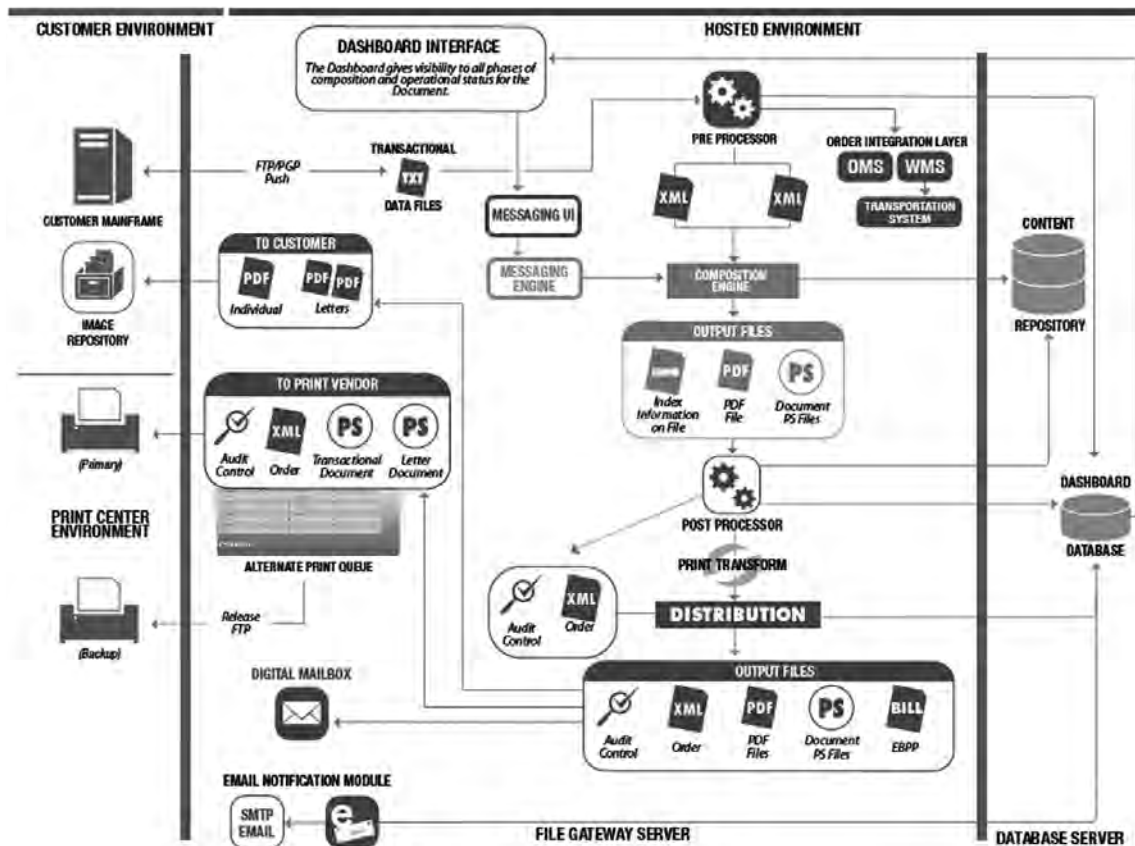


Figure 1 - NEPS Architecture

FUNCTIONAL OVERVIEW

As a leader in business process outsourcing, NEPS develops hosted customer communications applications that mirror document-oriented processes. NEPS utilizes a core set of technologies to create unique solutions with configurable interfaces built on a scalable architecture.

NEPS provides a series of portal interfaces that allow organizations to access and manage document templates, data/content sources, and scheduling for interactive and batch processes. These configurable portals control access to the hosted solution and display only the functionality appropriate to the user's role. The portal enables collaboration between document designers tasked with creating templates or data processing.

The platform includes a data warehouse and transformation tools that convert data from back office applications into normalized XML for processing by the document composition engine. A watcher utility holds jobs for batch processing or releases jobs into a workflow for scheduled processing by the appropriate rules-based composition engine.

REDUCING THE COST OF POLICY PRODUCTION

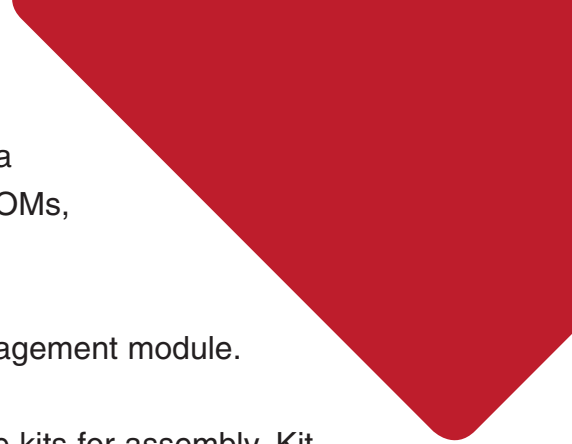
Insurance companies operate under tight regulations for customer communications, which vary from state to state. As a result, these organizations often struggle to escape legacy document production systems.

NEPS provided a policy production system to one US-based insurance company that was looking to retire its legacy policy production system and increase its capacity to produce printed and electronic documents, while lowering its overall technology and production costs.

NEPS began by migrating the business rules and content from two legacy document composition systems. NEPS customized its platform to support a wide range of special handling features designed to provide greater control over the daily production process.

As a result, the company delivers a better looking product and reduced its policy production costs by 46%.

The composition engine collects batch or interactive data for processing through document templates. The engine collects content from the integrated content management system as needed to complete a document. The document composition engine produces output for one or more delivery channels, which enables the same document to be printed and mailed or delivered electronically. Since a single engine produces both outputs, the document content and formatting remain consistent across delivery channels. The portal allows users to view a PDF proof of document prior to production release.



NEPS Integrated Communications Platform includes an order management system for print on demand of static documents from a document catalogue or ordering of related materials, such as CD-ROMs, folders, and other components of an on-boarding kit.

The order management system shares data with a warehouse management module.

A warehouse management module allows organizations to configure kits for assembly. Kit orders may be linked to document production. The module tracks inventory, triggers reprints for POD items, and manages shipping details.

The NEPS platform does not restrict print production to a single source. NEPS works with multiple print providers. Organizations may continue to leverage existing print production operations or third-party service contracts. Once a print job is ready, the platform delivers the print-ready file and associated job instructions to the appropriate print vendor. The platform uses the same print files for electronic presentment to CSRs or customers. If required, the print files can be transferred to a long-term archive and converted to an archival format.

KEY DIFFERENTIATORS

NEPS enables organizations to respond quickly to emerging market changes and customer demands decreasing the time to market for new environments. NEPS configures its core software modules and creates custom portal interfaces for each organization's document applications. Utilizing its experience with a wide range of customer communications and leveraging an existing suite of software, NEPS can quickly create engaging and relevant customer communications.

NEPS automates document-centric business processes. The Integrated Communications Platform serves as a flexible backbone for document automation. Document design and business process re-engineering experts at NEPS understand how best to migrate paper-based business processes onto a customer-accessible platform. Once on the platform, the document application can leverage any of the modules including document composition, order and warehouse management, and multi-channel delivery.

NEPS provides total visibility of the document process through a customizable dashboard. The software provides organizations with direct control over the production of regulated documents even as these applications migrate from legacy applications. The software records the progress and actions performed on each document for legal audit and compliance purposes.

NEPS cloud-based platform reduces an organization's IT investment. By leveraging a cloud-based solution for document automation, organizations avoid the capital investment in data processing and web servers necessary to deliver interactive and on-demand applications. Cloud-based systems provide a secure, scalable platform for managing customer communications. The NEPS platform integrates into existing back office environments leveraging data from legacy applications and delivering output to existing internal print operations or third-party vendors.

IN SUMMARY

With NEPS, organizations address customer demands through the rapid implantation of a robust CCM solution. NEPS Integrated Communications Platform allows for both customization and configuration. NEPS creates custom portals that allow organizations to manage document template development, document automation, and production. In addition, organizations can configure the platform to ensure data security and privacy as well as monitor compliance with state and federal regulations.

NEPS automates document-based processes to eliminate tedious and error-prone manual processes. The platform collects and normalizes data from existing legacy systems or interactive document interfaces. The system enforces business processes which reduces errors and eliminates confusion.

The Integrated Communications Platform extends the value of customer communications. With its support for batch, interactive, and on-demand processes, the platform enables organizations to support self-service with existing documents. In addition, by managing document delivery across multiple channels, the platform allows organizations to communicate with their customers using the customer's preferred method of communications.

Finally, the NEPS supports flexibility in application implementation. Organizations may choose to start with a cloud-based implementation to reduce capital costs, then migrate to an onsite implementation for application maintenance. The solutions provide identical functionality regardless of whether or not the application has been implemented onsite or on the private cloud. Its cloud-based architecture allows organizations to accommodate growth in online document processing without adding additional telecommunications or computing infrastructure.

ABOUT MADISON ADVISORS

Madison Advisors exists to advance the print and electronic communications objectives of Fortune 1000 companies. Madison Advisors specializes in offering context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications.

Madison Advisors offers services and expertise primarily through short-term, high-impact consulting services. With no-nonsense, quick engagements (measurable in days or weeks, not months), Madison Advisors directly helps our clients achieve very hard and specific return on investment (ROI) related to their print and electronic communications initiatives.

Madison Advisors' analysts are dedicated to technology and market research that is delivered through short-term project engagements as well as articles, publications, and presentations. We specialize in customer communication technologies including enterprise output management, content management, customer relationship management, e-billing, and infrastructure technology.

For more information about Madison Advisors, visit our web site - www.Madison-Advisors.com.

