

## **IBM ENTERPRISE CONTENT MANAGEMENT CUSTOMER INNOVATION AWARDS**

IBM Information on Demand Conference – October 23, 2012

IBM today announced the 2012 IBM Enterprise Content Management (ECM) Customer Innovation Award winners. These awards recognize clients who've achieved outstanding results with Enterprise Content Management, demonstrating significant value for their customers, partners and shareholders.

The clients being recognized today have demonstrated their leadership in embracing IBM content management software. They are using ECM solutions to increase value and gain competitive advantage in today's customer-centric, digitally-driven business landscape.

Enterprise Content Management solutions from IBM help companies realize the strategic value of content for better business insight and outcomes. IBM ECM delivers high-value solutions that can help companies transform the way they do business by enabling them to put content in motion and capturing, activating, socializing, analyzing and governing it throughout the entire lifecycle.

"These award winners represent the multitude of enterprise content innovators and leaders who have elected to partner with IBM. These customers are relying on IBM technology to gain competitive advantage by improving their ability to make decisions with confidence through access to reliable, timely and secured information," said Ken Bisconti, Vice President, Products and Strategy, IBM Enterprise Content Management.

### **The 2012 IBM ECM Customer Innovation Award Winners:**

#### **Best Capture Award: Raiffeisen Bank**

Raiffeisen Bank needed to reduce the manual input into its Customer Enrollment Process in order to speed up service time and reduce errors. The firm also wanted to improve its input management process to gear up for future requirements such as image process and be able to provide distributed access from its branches. Using IBM capture and imaging solutions to help automate the capture process, the bank was able to increase customer-facing time by 30-40% due to the significant savings in manual data input. Improvements in key process and deliveries have also resulted in increased customer satisfaction for customers.

#### **Best Activate Solution Award: UniCredit**

UniCredit wanted to take a proactive approach to crisis management and establish world-class capabilities via faster response times, a shorter decision chain, and the ability to share information with authorities and other banks. Using IBM ECM Case Manager, UniCredit can now quickly simulate different scenarios of an event or combine different events in a single case from internal and external data sources. This information can be securely shared across the organization or with external parties via PC, tablet or Blackberry. As a result, the bank has been able to reduce risk, minimize liability, secure information, and capture the experience to learn and prepare for future crisis.

#### **Best Socialize Solution: Allianz Suisse**

One of Allianz Suisse's business goals has been to continuously improve the products and services they provide to their customers. Its intranet-based collaborative knowledge

management system has delivered on that promise, with a social content management application from IBM Collaboration Solutions and IBM FileNet. This solution has enabled Allianz to deliver an engaging and agile document management application, improving productivity and efficiency in its document business process for its insurance business. Using this solution, the company is gaining an estimated 2,000 man days per year.

**Best Analyze Solution: American International Group**

American International Group (AIG) realized that although structured data is critical to understanding risk, much of the information that can improve accuracy and reduce risk was not typically stored in its structured databases. An existing business intelligence solution in place didn't capture critical data from unstructured sources, such as claims adjustor or underwriter notes, to give a full view of risk assessment during the underwriting process. Using IBM Analytics Software, AIG can now capture data from both structured and unstructured sources such as text fields in online reports, web surveys, and handwritten reports. As a result, AIG has saved millions in staff time by automating the risk assessment process and anticipating lower risk to the business by being able to uncover unexpected patterns and associations among existing data sources.

**Best Govern Solution: Travelers**

The Travelers Companies, Inc. is a leading provider of property casualty insurance for auto, home and business. Travelers has more than 30,000 employees, 13,000 independent agents and multiple market segments. Travelers is using IBM's Information Lifecycle Governance solutions for eDiscovery, records management and value-based archiving to lower the cost of information management and infrastructure, and to reduce its eDiscovery cost and risk. As a result, Travelers is defensibly disposing approximately 1 million records per month to avoid extra storage and information costs.

For more information on IBM ECM solutions, visit

<http://www.ibm.com/software/ecm/value.html>

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