

# Redwood Business Solutions

Making web-based report distribution a reality.

## At A Glance

### Industry

- Finance

### Environment

- 278 Employees
- Revenue exceeding €373.1 million
- Manual paper report customization & distribution

### Key Challenges

- Reducing paper handling
- Managing microfiche systems
- Slow, resource intensive report production & distribution

### The Solution

- Four Report Catalogues
- 21,000 documents
- Sales Reports & IT Reports
- PR publications
- PDF format and file downloads (for off-line use)

### Key Benefits

- 10% reduction in resources required to manage reporting system
- Flexibility & scalability
- Customized reports anywhere, anytime within 5 hours
- Company-wide archive access



## Report2Web enables efficient distribution of sales reports to help sales agents improve customer service

With a wide range of insurance products covering the travel and tourism industry, Die Europäische is a name that brings piece of mind to thousands of travelers every year.



Making sure its regional sales force and key accounting staff have up to date sales information can be a daunting task. Not for Erkan Bapisch, Manager IT-Operations at Die Europäische in Munich, who managed to turn a labor intensive, paper based report distribution process into an efficient electronic sales information system.

### Situation

With a turnover of more than 370 million euro, Die Europäische heavily relies on its strong regional network of over 15,000 travel agents to sell millions of insurance policies each year. To keep them informed, the sales force depends on getting sales and revenue information, almost instantly. This proved to be a difficult and cumbersome task.

### Challenges

With over 30 regional sales departments and 50 virtual departments all requiring

access to sales information, a sales report needed to be generated more than eighty times each month. An entire batch run would take a full two days to complete producing over twenty thousand pages of printed documents which, before reaching their final destination, required analysis by sales support teams and physical shipment using costly courier and postal services.

In addition, these paper based runs were immensely cumbersome for regional sales

*"This project was completed within time and budget without any major difficulties."*

**Erkan Bapisch**  
**Manager IT-Operations**  
**Die Europäische**



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people to use. Shifting through hundreds of pages of printed paper to determine the performance of individual travel agents proved impractical and error prone.

To maintain a history of reports Die Europäische chose to utilize Microfiche technology. But with a Microfiche viewer on every floor, access to old reports remained limited to those working in its offices.

## The First Step in Improving Efficiency

With the objective to reduce the total cost of ownership, Die Europäische decided it needed to further utilize web based technologies to bring about change in its traditional output management system. In the mid-eighties, Die Europäische replaced its mainframe systems with a new component-based infrastructure. While this proved to be a successful move to make data more accessible, Mr. Bapisch and his team were left with the question of how to improve the costly process of generating and distributing business critical sales reports.



## A Project Born

Looking at alternatives, a build or buy scenario was investigated and with an estimated investment of one man year producing limited functionality, building a new report management solution did not seem ideal, according to Mr. Bapisch. As a result Report2Web came as a blessing in disguise.

"We were able to instantly optimize our report distribution processes and instead of having to generate the same report more than eighty times, we utilized the Report2Web 'bursting' functionality to electronically deliver custom views on a single copy of a generated sales report."

Making the reports available in two distinct locations with the Report2Web backend-tools allowed Die Europäische to service both the needs of its regional sales force, through file downloads and, at the same time provide instant web-based access to PDF formatted reports.

## Quantifiable Benefits and ROI

The implementation of Report2Web not only proved to be a very flexible solution for delivering the right information to the right people but also saved a substantial amount on costs and system utilization. By automating the distributing and formatting process, Die Europäische was able to reduce the number of resources that managed the reporting system by 10%, and at the same time drastically reduce the amount of system time it needed.

On top of the process improvements, eliminating costly printers, tons of paper, maintenance charges on microfiche systems, and contracts with courier services, Report2Web gave Die Europäische a convincing Return on Investment. In a nutshell, the real reasons for these savings are a simplified reporting process and improved handling of report distribution. While in the old situation, IT systems at Die Europäische needed a full two days to generate the reports and up to a week to deliver them. With Report2Web,



Mr. Bapisch and his team were able to deliver custom sales reports directly to the end user anywhere and anytime, with only 5 hours of processing time.

## Benefits Made Easy

"The simple installation procedure combined with the flexible management utilities and a user interface that required little or no end-user training, was exactly the type of tool we were looking for. It matched our every requirement," according to Mr. Bapisch.

It is in particular the different ways reports can be presented and distributed that helped Die Europäische address the requirement to deliver the same report to a large number of departments operating both internally and externally. By utilizing the archiving capabilities of Report2Web it was able to provide the business with access to historical information any time and anywhere.