

Still using IBM's ASF software for your Customer Communications?



Moving off legacy has its challenges, but staying on has substantial costs and restrictions. Are these some of your issues:

- Need to embrace the interactive, mobile and on-demand technology spaces?
- Considering how to save on Mainframe MIPS?
- Wish to reduce your software licence costs?
- Want to provide staff with a faster reaction to desired correspondence changes?
- Achieve the benefits above but with a minimal impact single solution?

Then you have only one Document Creation and Output Management solution to consider which safeguards your ASF investment...



icon Suite

icon Suite replaces all ASF areas with rich capabilities to extend functionality across all the communications areas demanded by today's customers. Enterprises value icon capabilities:

- Call level compatibility with ASF applications and Repository compatibility with the ASF GIL (including DCF) makes a move off ASF licences realisable quickly and easily
- Paper replacement strategies are enabled as the original content can be used for electronic documents, email, web portal and mobile applications
- In-house skills and investments are preserved and extended with choice of 'if or when' to move from reusing the existing templates to new document templates
- Project payback within one year with significant ROI
- And much more...

Clients have the choice of migrating, in part or fully, and/or transforming the platform:

- A migration of two ASF systems (in one client) with a small team working on the migration produced savings of nearly £2 million per annum in formatting costs alone, plus significant savings on Mainframe MIPS, ASF licences, etc.
- A full migration to icon Suite from ASF gave a 3 month project payback whilst including the introduction of new interactive solution capabilities.
- Migrations replacing MS Word based solutions and move output to centralised printing give fast and strong ROI cases (some over £25m).

icon Suite is used by 70% of the top 30 German Insurance/Assurance companies, 30% of the top 10 German Banks, Europe's largest vehicle membership organisation and the Social Security System of Switzerland. Awarded "Best of 2012" for its Innovative software.

For an informal discussion, contact Icon UK on 020.3150.1081, or email: info@icon-uk.net

You too can make significant savings... without writing off your ASF investment!