

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.

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

Some of our clients have used icon Suite to replace ASF as a tactical move, whilst they consider their longer term strategy, simply to remove licence and mainframe costs. They can then exploit the flexible and robust interactive functionality as they expand ongoing use.

Migration choices include:



1 to 1 migration, fast cutover	“Auto-migration”: Enabling ASF to be immediately removed and run as-is or enhance as desired afterwards
1 to 1 migration, gradual cutover	Smaller savings but parallel run with gradual removal of ASF functionality over a longer project cycle
Migrate adding new functionality	Add new formatting options and output streams (eg email, web, XML, etc) to support business demands
New functionality, new templates	Consolidate and innovate template designs around the new functional options whilst retaining interface calls

Other clients appreciate the best of breed capabilities as an Enterprise wide single Customer Communications Management solution.

Approach

Clients realise that this is a highly technical area short on legacy skills, so rely on our experience of over 30 ASF projects. Typically our approach will be an initial day workshop to understand the environment and scope any potential projects. Then we will facilitate 3-5 days of joint discovery and high level planning. This can be extended with the business team to include innovation and transformation options. We will then construct a migration plan to test the feasibility of project alternatives before moving to a firm proposal.

Key questions of the IT team include architectural strategy, single or multiple solutions, speed, skills, etc – with discussions on the use of ASF Standard Paragraphs, GIL objects, interfaces, migration paths, etc. Key questions for the business will surround new options for interactive and on-demand uses including social media, mobile, branding and process re-engineering. We will make explicit the keys to success for your projects and goals.



Our consultants at icon^{uk} are ready to discuss the best approach for each client situation – from technical migration, process innovation, cost saving and business perspectives.

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

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