

Winning with wireless



What's the secret to staying in business for almost 300 years? For Royal & SunAlliance Insurance Group, it's customer satisfaction. The company's latest method for improving customer satisfaction is a state-of-the-art wireless messaging solution from Compaq Computer Corporation with its strategic business partner Research In Motion Limited (RIM®) and Lotus software from IBM.

With North American headquarters in Charlotte, North Carolina, Royal & SunAlliance USA (royalsunalliance-usa.com) is one of the 20 largest property/casualty insurers in the United States and delivers a variety of client-driven commercial, personal and specialty insurance solutions. With roots tracing back to 1710, Royal & SunAlliance USA is part of London-based Royal & SunAlliance Insurance Group plc, which transacts business in more than 130 countries and ranks as one of the 10 largest multi-line insurers in the world with premiums of more than \$17 billion.

What makes it work:

- > **Systems:** 50 Compaq *iPAQ™* BlackBerry Wireless Email handhelds, with plans to deploy up to 1000; one Compaq *ProLiant™* DL380 server with one Intel processor and one gigabyte RAM running BlackBerry Enterprise Server software for wireless messaging; 192 Compaq *ProLiant* ML370 and DL380 servers running Lotus Domino R5 and the Windows NT operating system for the company's North American Lotus Domino messaging infrastructure; 25 *ProLiant* servers running RightFAX by Capteras for fax/unified messaging capabilities.
- > **Service:** Compaq Gold NT service for support of Compaq *iPAQ* BlackBerry handhelds. Compaq is the Mobile Virtual Network Operator (MVNO) for Royal & SunAlliance, which purchases the airtime and receives billing from Compaq for the Mobitex network.

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Earl Ruffin, Lotus Notes Architect



According to Vincent J. Jacobs, Sr., Manager, Enterprise Messaging Group for Royal & SunAlliance Insurance Group, “One of our strategic goals is to provide better business solutions by leveraging technology. Our Compaq *iPAQ* BlackBerry Wireless Email Solution for Lotus delivers compelling business value by increasing customer satisfaction and reducing costs.”

From pull to push

Jacobs explains the company’s move to wireless. “We wanted to add a push capability to our messaging infrastructure.”

Previously when new claims came in, adjustors had to log onto their PCs and pull the data down when they had time. Adjustors would often be unaware of claims that came in while they were out in the field.

Now when new claims come in, adjustors receive messages via their Compaq *iPAQ* BlackBerry handhelds and can adjust their schedules on the spot. Jacobs explains, “Our Compaq *iPAQ* BlackBerry Wireless Email solution allows us to proactively deliver new information, so adjustors can take those claims and run with them. This real-time access to information gives us a competitive advantage because we can resolve claims faster, more efficiently and cut down on travel.”

The Royal & SunAlliance Senior Leadership Team (SLT) also uses the *iPAQ* BlackBerry Wireless Email Solution. “They love it because now they can travel without laptops and still get their e-mail. During

the pilot, once a member of the SLT got access to a BlackBerry handheld, it was very hard to get it back!” comments Jacobs.

Considering the alternatives

In its quest for a push solution, the Royal & SunAlliance IT group considered many options, including paging devices, a software-based product that ran on cell phones and palm devices — but none met all of the company’s requirements.

The IT team opted for the Compaq *iPAQ* BlackBerry Wireless Email Solution because it enables the company to push information to its adjustors and executives, and offers security because messages are encrypted. Reliability is ensured through Compaq *ProLiant* servers and the solution is supported by the award-winning Compaq Global Services organization.

“We attended the Gartner wireless conference and had the opportunity to explore new technologies. That confirmed our decision that BlackBerry was the leading technology in the wireless space,” says Earl Ruffin, Lotus Notes Architect at Royal & SunAlliance.

ROI is another important benefit. Because *iPAQ* BlackBerry users have a fixed flat-rate fee, it costs less for them to send and receive e-mails using BlackBerry handhelds than laptops accessing the wired network. “As a result of saving both time and access charges, we expect our BlackBerry solution will pay for itself in six to nine months,” says Jacobs.

“Management would have had a lot of heartburn if we had rolled this out with just our own internal people for support because we’re lean and mean in terms of resources. The fact that we partnered with Compaq for support gave them a feeling of confidence and security.”

Vincent J. Jacobs, Sr., Manager, Enterprise Messaging Group, Royal & SunAlliance Insurance Group

Extending the Lotus messaging infrastructure

Royal & SunAlliance has relied on Compaq technology since 1994, and today has more than 400 Compaq *ProLiant* servers, including *ProLiant* DL380, ML370, ML570 and DL580 servers. In each of its 192 offices, the company has a *ProLiant* server as a mail server, and another as a file and print server. It has an additional 25 *ProLiant* servers for fax/unified messaging capabilities. “We run 100 percent of our Lotus environment on *ProLiant* servers because they offer unmatched performance and reliability,” says Ruffin. “We feel they are the best servers for both Domino and Domino wireless.”

Jacobs states, “Compaq provides a complete wireless solution — including handhelds, BlackBerry Enterprise Server software, servers and billing. Compaq also has the expertise and resources required to support a complete wireless Domino implementation. Not only did the Compaq solution allow us to reduce the technical risks of implementing, it was also the fastest way to begin realizing the benefits from a Domino wireless environment.”

Ruffin performed the *iPAQ* BlackBerry integration in three months. “We were able to overcome most technical obstacles that came up through our weekly status update meetings with the Compaq account team,” says Ruffin.

After a preliminary analysis, the Royal & SunAlliance IT team launched a pilot by providing 15 units to claims adjustors and IT people. “Overall, the feedback has been very positive,” says Jacobs.

According to Ruffin, one of the keys to a successful implementation was setting user expectations up front. The Royal & SunAlliance IT team developed a user profile to determine which users would benefit most from the device. Based on the success of the pilot, the company has rolled out 50 units and projects 250 by year end. Ultimately, they plan to deploy between 800 and 1000 wireless handhelds to senior management and field representatives.

The *iPAQ* BlackBerry Wireless Email Solution gives Royal & SunAlliance a strong competitive advantage. “The benefits we’re seeing are increased customer satisfaction, proactive claims management, cost savings and risk reduction by reducing the time it takes to settle a claim,” summarizes Jacobs.



Business results:

- > **Increased customer satisfaction** — Enables adjustors to respond to and close claims faster
- > **Reduced costs** — Lowers the cost of sending and receiving e-mail messages remotely
- > **Risk reduction** — Shortens selling and claims cycles
- > **Security** — Messages remain encrypted and confidential at all points between the user's mailbox and the Compaq iPAQ BlackBerry handheld

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Partnering for success

World-class support through Compaq and RIM was critical to the success of this project. Jacobs explains, “Management would have had a lot of heartburn if we had rolled this out with just our own internal people for support because we’re lean and mean in terms of resources. The fact that we partnered with Compaq for support gave them a feeling of confidence and security. Compaq and RIM became one virtual company. Anything that we needed, we called our Compaq contact and he got it for us. Working together, we achieved a major success.”

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