

Financial Company Deploys Market Leading eForms Solution



Overview

■ **IBM Business Partner:**

ITM Associates, a subsidiary of Barcode Technology (BTI)

■ **Customer:**



MONY (Mutual of New York) Life Insurance Company

MONY merged with AXA Financial, Inc. in 2004 to become one of the premier US providers of financial protection and wealth management.

In 2001, ITM worked with MONY to break down the paper barrier and extend insurance application services to the web for its agents.

Challenge

- Rekeying of data from paper forms to policy issuance system was time consuming, error prone, and redundant
- Maximize value of agents to improve service and contribute to the bottom line
- Reduce policy application time (reduce entering redundant data and eliminate errors)

Solution & Benefit

Applying for life insurance requires several forms to be completed and read by prospective buyers. The forms are regulated on a state-by-state basis. ITM's solution integrates an existing contact management application, a web based forms package, paper questionnaires, and back-end policy issuance systems.

Using standard Internet technology, agents and clients collaborate on the questionnaire to gather contact information and determine the correct forms to be completed for the insurance application. Once the questionnaire is completed a list of links to the forms that need to be completed for that specific transaction is presented.

With the integration of the contact management and the web forms application, the forms are displayed for online completion. All of the fields containing contact information and other various content are pre-populated reducing the effort required to complete the forms. Upon completion, the forms are printed and submitted to the back-end policy issuance system for review and issuing.

"In all my years of corporate project management, it is rare to find a vendor who possesses and displays an optimum mix of solid product and people to support it. ITM Associates is one such company. It's my pleasure to have partnered with them," said MONY's corporate project manager.

ITM's solution increases accuracy and completeness of applications to demonstrate a rapid and tangible hard-dollar ROI.

About ITM Associates

Founded in 1993, ITM is a subsidiary of International Barcode Corporation (BTI). As an IBM Advanced Business Partner, ITM delivers automated form-based business solutions for clients in both private and public sectors.

ITM's solutions leverage BTI's innovations in advanced bar code technology backed by dozens of issued and pending patents. BTI and its affiliate companies have offices in New York, NY, Rockville, MD, Philadelphia, PA, with a joint venture in Beijing, PRC. BTI is represented globally by a growing network of international licensees.

© 2007 ITM Associates, Inc.

ITM Associates
12530 Parklawn Dr
Suite 250
Rockville, MD 20852
USA
301-984-6060
info@itmassociates.com

ITM, ITM logo, inFusion eForms are trademarks of ITM Associates, Inc.

BTI, Barcode Technology are trademarks of International Barcode Corporation.

Microsoft is the trademark of Microsoft Corporation.

Other company, product and service names may be trademarks or service marks of others.

