

WORLD LEADING INSURANCE COMPANY AUTOMATES CUSTOMER SERVICE WITH STAFFWARE

Submitted by: Spreckley Partners

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-Staffware Workflow Enables Automated Business Management At The Skandia Life Group-

Staffware Workflow is being installed at the UK Skandia Group as an essential component in the Group's corporate strategy to retain their market leading service reputation in the intensely competitive UK assurance market.

Skandia, which sells its Life, Pension and Investment products has dominated industry service awards for a number of years, a position it is aiming to maintain following the installation of Staffware Workflow.

Skandia is implementing Staffware 2000 as an integral element of its 'Picture 2002' corporate strategy, refocussing the organisation on its customer base - the UK's Independent Financial Advisor (IFA) community.

The contract is part of the Staffware Enterprise Partnership - StEP - Program. This ensures Skandia will have membership of the Staffware Development Advisory Board, which helps to chart Staffware's forward product direction, and of the Senior Management Forum, which is a separate body being formed by Staffware with a more business-oriented focus.

Timothy Mann, head of IT, Skandia stated "We believe that award winning service is an essential competitive weapon. It is an vital component in the Groups' strategy. The 'Picture 2002' project is integral to the future strategic direction of the company. In identifying our existing business process model, we aim to streamline our activities enabling us to become more customer focussed and maintain service levels."

Skandia is currently implementing Staffware across three initial business units, automating a number of elements of its new business fulfilment process. This initial pilot, scheduled for completion in October, will be followed by an enterprise wide roll-out later in the year.

Staffware is also providing the underlying technology integrating the company's Microsoft desktop environment - comprising Windows 95, Windows NT and Exchange - and its AS/400 mainframe. Staffware is also integrating with the company's existing imaging system from IBM.

When completed, the Staffware system will enable Skandia to refocus its operations at a customer level by automating a host of existing business processes including commercial underwriting and policy administration, as well as linking front and back office operations.

In addition, Skandia will be able to adopt a more flexible approach to work, enabling work loads to be moved to where there is capacity at any one time.

Skandia will also be able to identify a host of key business indicators and processes such as where the business is best performing, what policies they are selling most of, transaction processing times and volumes being processed.

"Staffware was the best option for our specific business requirement," stated Timothy Mann. "We were ideally looking for a workflow solution that would help us automate high volume and complex paper based business processes to deliver improved levels of efficiency and customer service to our channel community - the IFA's.

"Staffware provided that solution. The fact that they are overwhelmingly UK market leader gave us the comfort factor we were looking for certainly influenced our decision. Our US operations had also just implemented Staffware enabling us to adopt the technology at an enterprise wide level. In addition the product is the most robust and scalable on the market today. We are looking to grow our business in the future, we needed a solution that could grow with us."

John O'Connell, C.E.O. and Founder, Staffware, said:"To distinguish themselves from the competition, companies in the insurance sector are permanently striving to improve customer service,"

"By delivering an IT platform that integrates with existing applications, Staffware underpins improved customer service, enhanced productivity and adherence to business rules. This enables organisations such as Skandia to retain and maximise the

value of existing customers while attracting new ones," he continued.

The project is part of an overall IT programme implemented by a joint team comprising of Skandia and an integration team from systems integrator and Staffware partner, Keane. The design and development was started in July 1999, implementation is still underway.

Notes to Editors:

UK Skandia Group

Parent company, Skandia Insurance Company Limited (publ), is Sweden's largest insurance group. Skandia is in the top 30 insurers in Europe with group assets of £44 billion as at end 1998.

The UK Skandia Group provides life, pensions and investment products through Independent Financial Advisers in the UK and intermediaries in the EU and overseas market. The Skandia Group is distinguished by its approach to investment, the key factor in delivering value for money to investors. The Group has recognised the advantages of outsourcing to fund managers who bring the rewards of an institutional approach to benefit investors. Through an extensive choice of fund managers and funds, the Group gives investors the freedom to create and manage portfolios, individually tailored to their changing needs.

Companies within the UK Skandia Group are: Skandia Life, Royal Skandia (based in the Isle of Man), Professional Life (providing products for fee-based advisers), Skandia MultiFUNDS Limited, Skandia Advisory Company (SA) (based in Luxembourg). Skandia Life, Professional Life, Royal Skandia and Skandia MultiFUNDS Limited are all regulated by the Personal Investment Authority.

Sponsors of Skandia Life Cowes Week, the longest running and largest sailing regatta in the world.
Skandia Life is a member of the ABI.

Staffware Plc

Staffware is the founder of the independent workflow industry. With over half a million users, it is the market leader with 25%

of the global market (Gartner Group - 1998). In its most recent financial statement, Staffware recorded profits before tax of £716,000, trebling the profit for the same period in 1998. Sales were also up 16% to £11.2million.

Authored and distributed by Staffware, its workflow software is marketed in over 50 countries worldwide. The Staffware product enables the rapid development of workflow solutions that automate business rules and processes in order to improve customer service, competitive advantage, organizational productivity and tighter adherence to regulatory requirements.

Headquartered in Maidenhead, UK, the company operates through offices in 15 countries providing access to over 2,000 Staffware workflow consultants via a network of 360 partners, resellers and OEMs. These include Access Corporation, Cap Gemini, Debis, Doxsys, EDS, IBM, Intelisys, Keane, Lockheed Martin, Logica, ICL, Microsoft, Sema, Tower Technology and Unisys. Staffware customers include many major organizations, such as American Express; HypoVereinsbank.; BMW, Ericsson; IKEA; ING; KPN Vastnet; StorageTek; Reliastar; Robeco; Telia (Swedish Telecom.) VIAG Interkom; Westpac Banking Corporation; UK Government bodies such as DSS and the Home Office and the US Bureau of Census. Staffware Enterprise Partnership customers include AIG (USA), Barclays Bank Group, Emirates Airline, Hewlett Packard Leasing, Skandia Life Group, Bass Brewers, BMW Financial Services and Vital Insurance.

All trademarks are hereby acknowledged

For further information, please contact:

Julie Couchman	Richard Merrin/Simon Avis
Staffware Plc	Spreckley Pittham
Ltd	
Staffware House	214 Great Portland Street
3 The Switchback	LONDON
Gardner Road	W1N 5HG
MAIDENHEAD	
Berkshire	
SL6 7RJ	

Tel: 01628 786800	0171 388 9988
Fax: 01628 781654	0171 388 8588
Email: jcouchman@staffware.com	avis@spreckley.co.uk
http://www.staffware.com	