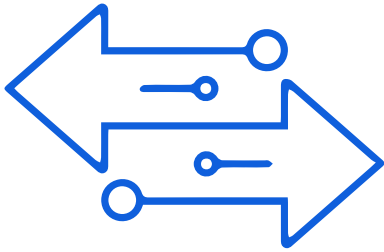


HCLTech CCM Modernization Framework

Modernize and migrate with ease for
enhanced experiences



Migration: The key challenges



Multiple formats of input data files (including unstructured format)

Availability of technical expertise in both source and target systems

Complex/customized upstream and downstream integrations

Multiple CCM platforms and/or different versions

Unavailability of specifications documentation

Output validation due to the unavailability of regression test scripts

Additional complexities due to rules/logic embedded within Integrated Development Environment (IDE)

HCLTech Legacy Modernization and Migration Framework

The solution is a legacy modernization and migration framework for customer communication. It helps enterprises to modernize their customer communications to new-age platforms rapidly.

The current legacy systems lack maintained correspondence specifications, making the migration process challenging, especially within short timelines. Creating manual specifications poses difficulties in achieving a swift migration. The pressing need for automation arises from the constraints of tight timelines and limited budgets. To address these challenges effectively, migrating to modernized Customer Communication Management (CCM) tools becomes imperative. This strategic shift not only enables automation but also unlocks the potential to benefit from omnichannel outputs, including email, fax, web, mobile, social media and smart videos. The ultimate goal is to achieve a 100% digital communication environment, streamlining processes and enhancing overall efficiency.





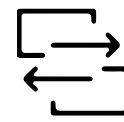
Automation-led approach

- Automate the creation of interactive templates and components in Quadient
- Building automation scripts to convert business rules, presentation logic and delivery rules into Quadient format (as applicable)



Template rationalization

- Identify common components across templates to increase reusability
- Reduced template and component footprint to help in easier maintenance



Migration factory

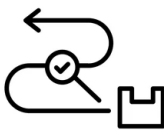
- Set up well-defined processes (technical as well as non-technical) to create a migration factory
- Clear distinction of roles and responsibilities for each member
- Migration factory to help in increasing throughput and efficiency and reducing defects



Maximize OOTB product capabilities

- Remove/reduce customizations by utilizing Quadient out-of-the-box (OOTB) capabilities to the extent possible
- Only the functionalities that cannot be configured in Quadient will be coded

How does HCLTech help?



Traceability and reporting

- Provides an OOTB interface to more easily view and validate duplicate templates and components
- Provides reports and dashboards for maintenance of the templates migrated



Modular and extensible architecture

- Our source-agnostic approach helps in creating unique components from PDF output
- Our scripts are easy to enhance and reuse

Key success factors



Key success criteria

Outcomes/benefits

Tool-based automation

Enabled 30% to 40% productivity gain (depending on template complexity)

Rationalization

Component/template rationalization leading to reduced effort and ease of maintenance

Migration factory

Factory model for increased throughput and velocity

Industry standards

Target solution to implement design best principles (including OOTB Quadiant capabilities utilization)

Traceability/reporting capability

Reports and dashboards for the templates migrated for business usage and traceability

Industry applications of the solution: Development, platform migration and support

1. A leading insurance company in the EU

Our client is a Dutch public company for life insurance, pensions and asset management, headquartered in The Hague, Netherlands. They were facing challenges with the legacy CCM platform and HCLTech was selected as the transformation partner to implement new strategic CCM platforms and to migrate templates from the legacy platform.



What we did:

Using an impressive technology stack consisting of Smartcomm CCM platform, IBM mainframe and Blue Prism, we delivered:

- Template design, development and migration from legacy systems
- Consolidation and rationalization of templates
- Operations optimization with multiple automations for regular activities like CI/CD and testing
- Chatbots integration for enhanced customer experience

Impact generated:

30% reduction
in template count through consolidation

80% conversation of print
communications to digital

2,000+ templates migrated and
1,000+ new templates
developed



45% cost reduction with
automation during migration

New changes to production in
4 hours vs. nearly a week

**2. A leading insurance company
in the US**

Our client is an American holding company for various life insurance companies and investment firms operating primarily in the United States, offering life and supplemental health insurance, investments and retirement services.



What we did:

Using a technology stack comprised of Encorr and Quadient CCM platform and AWD BPM platform, we delivered:

- Custom solution implemented for correspondence archival
- Migration of Quadient automation to scaler jobs
- Template design, development and migration from legacy systems

Impact generated:

Automation for template migration
to reduce overall migration effort
and timelines

Significant cost reduction with
custom solution implementations

Consolidated Quadient platform
to better leverage the capabilities
provided by this platform



Leveraged AWS S3 as storage for
generated correspondence to
reduce storage cost

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Progress™

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