

SEVENTH IN A SERIES OF 12 SOLUTIONS

Q:

## HOW DO YOU NAVIGATE THE TURBULENT WATERS OF INFORMATION MANAGEMENT?

When Maritime Life Assurance Company ([www.maritimelife.ca](http://www.maritimelife.ca)) decided it was time to revamp their information management and dissemination process, they were reacting to a myriad of business requirements. A large number of users (over 2100 employees and agents) needed timely, easily accessible documents which would be updated regularly and provide meaningful information. A user-friendly electronic messaging system that would handle attachments for servicing all users. A graphical user interface (GUI) to help navigate through the massive amounts of data created and required for the industry. And finally, an exciting, graphical internet website to reflect Maritime Life's new information management tool.

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## STEER FROM THE CAPTAIN'S HELM WITH LOTUS.

Maritime Life set sail with Lotus Business Partner PBN - Private Business Networks Inc. ([www.pbnet.com](http://www.pbnet.com)) toward a comprehensive solution for both Maritime's employees and their large network of independent distributors across Canada. Lotus Notes would ensure the efficient and timely delivery of information to all users first by replacing the mainframe command line system with an interactive GUI desktop user environment. This would allow users to extensively manipulate and present information effectively. The aging e-mail system, which could not support attachments, would be replaced to provide a robust communications environment. And Lotus Notes trademark user-friendliness would provide for overall acceptance and retraining of the end users without bringing production to a halt.

### *Lotus Navigation*

Within six months, a functional, interactive information management and distribution system was up and running. Domino's organization of the desktop user interface enabled users to easily access the immense amount of resident data and present it in a more manageable and usable way. Domino security features allowed designated information for specific users to be seen by only those users.

Domino versatility provided quick search abilities for distributors who were now able to search for information on their desktop and view or print the appropriate documentation without requiring online access. And Domino enabled information to be systematically organized and presented to the distributors on a daily basis while maintaining Maritime's corporate integrity.

### *Lotus Direction*

Maritime Life's 'InfoDirect', a new product based on Lotus Notes, replaced a cumbersome system of information dissemination to distributors which had previously provided dated information on hard copy on a monthly basis. Now, 'InfoDirect' enabled distributors to receive current information updated daily without the economic ramifications of paper waste. The ability to send attachments via Lotus Notes E-Mail was a significant tool for conducting business with Maritime's suppliers and customers. Plus, Domino's shared environment provided group management tools for scheduling meetings, tracking timesheets, controlling workflow as well as project management. With Lotus, accessible information, intelligent documentation and direct communication for the agents became a critical collaborative component for servicing customers effectively; this new environment was now proudly

reflected in Maritime Life's exciting Domino-created website.

### *Lotus Calm*

"Lotus Notes/Domino has created a significant and positive impact on staff at Maritime Life. They very quickly discovered that Notes is not just another e-mail system," says Chris Boudreau, Manager of Technology Services at Maritime. PBN adds another client's comment: "when you guys first came in here, I believed about 10% of what you were telling me; now I realize you didn't even tell me 10% of what it can do." Don Winchell, Managing Partner of PBN expands: "Of all our projects, we would prefer a Lotus Notes/Domino project anyday. No matter how tall our tales seem, Domino always exceeds our, and our customers', expectations."

### *Destination: Lotus*

Could your company use some help navigating through the sea of information turbulence? Large company or small, Lotus can manage information and present it to your users in exciting and meaningful ways. Let Lotus take your company on a trip to productivity. For more information, set sail to our Domino-created website.

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Lotus