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The Need for Speed
Automating the Product Development Process



- What is AEGON Direct Marketing Services
- Why the Need For Speed
- How We solved the Need for Speed
- How we use the Tracker Enterprise System
- Some results



- AEGON Direct Marketing Services
- Monumental Life Insurance Company - chartered in 1858
- Monumental General formed housing all mass marketing activity
- In 1986, Monumental Life was acquired by AEGON, NV – a Dutch Corporation
- In 1989, AEGON USA was formed consolidating management of Monumental, Life Investors, National Old Line
- In 1999, AEGON acquired Transamerica Corporation
- In 1997, AEGON acquired Providian Corporation insurance operations, merged with Monumental General
- In 2001, AEGON acquired JC Penney insurance operations, merged with Monumental/Providian business to form ADMS



- ADMS is composed of business areas that focus on key market niches. Each business unit is responsible for sales and marketing activities for its market niche, as well as the organization's bottom-line profitability.
- Each business unit utilizes a combination of direct response marketing techniques including mail, phone, TV, radio, point of sale, print, statement, internet and voice response unit.



- AEGON Direct Marketing Services Business Units
- Direct – direct to the consumer
- Affinity – offers products through partnerships with associations and employers
- Credit – offers products through partnerships with automobile dealers
- Community Banks and Credit Unions – offers products through partnerships with credit unions and small financial institutions
- Business Partners – offers products through and with the endorsement from financial institutions dealing with credit card, checking account and mortgage accounts
- International – offers products in over 20 countries utilizing partnerships within those countries



- Why ADMS had a Speed to Market Problem
- The ADMS Business Units (and each site-specific PF&C Unit):
 - Developed their own products
 - Filed the products their own way
 - Administered their products their own way
 - Reported on products their own way



- Product Filing & Compliance was charged with solving the Speed to Market Problem
 - Implement a filing tool that all PF&C units would use
 - Implement a filing strategy consistent across all sites
 - Implement an effective reporting mechanism





- Product Filing & Compliance was charged with solving the Speed to Market Problem
- The Selection Process
 - A 6 month process from sales presentation to execution of contract
- The Implementation Process
 - A 6 month process including set up of hardware and software, and training
 - A 6 month process loading historical data – over 3,000 filings
 - Go live – April 1, 2006



- How ADMS Uses The Tracker Enterprise System
- Product Filings
 - 4 Managers utilize a pool of 12 Analysts
 - Average of 100 filings per month



- How ADMS Uses The Tracker Enterprise System
- Maintenance of Regulatory Bulletins
 - 1 Manager maintains legislation
 - Average of 30 regulatory items per month



- How ADMS Uses The Tracker Enterprise System
- Depository of PF&C Documents
 - Tracker Standard Operating Procedures
 - Development Documents
 - Approved Forms



- How ADMS Uses The Tracker Enterprise System
- ADMS Product Manual
 - Approved Forms
 - Product Descriptions
 - Product Availability and Restrictions
 - Available to all ADMS business areas



- How ADMS Uses The Tracker Enterprise System
- Depository of Regulatory and Legal Documents
 - Current and historical documents on regulatory and legal issues
 - Market Conduct Examination and Administrative Compliance projects



- How ADMS Uses The Tracker Enterprise System
- Maintains Product Development Process



- How ADMS Uses The Tracker Enterprise System
- Provides data to ADMS Marketing Systems



- Some Results
- It's not an Automated Approval System – Just an Automated Filing System
 - Have cut down 50 state filings from 15 days to 3 days



- Some Results
- It's a Cost Effective Operating System
 - Reduced PF&C expenses 20%
 - Documented SOPs and Performance Standards
 - Integrated Test Environment



- Some Results
- It's a Flexible Filing System
 - Effectively utilize Third Party Filers – who also utilize the Tracker System



- Some Results
- It's an Effective Information System
 - Provides filing status, product forms to all ADMS personnel



- Some Results
- It's an Effective Product Management Tool
 - Utilize components of the Tracker Enterprise System to develop an internal Product Development Process



- Some Results
- The Tracker Enterprise System to satisfy the Speed to Market Objective



- Questions