



Nominee Showcase Presentation

ISE Southeast Executive Forum and Awards Nominee Showcase Presentation

March 16, 2011

Company Name: Aflac
Project/Presentation Name: Virtualized Laptop
Presenter: Chris Ray
Presenter Title: 2nd VP, Information Technology





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Company Overview



- Aflac is the No.1 provider of voluntary insurance in the United States
- Has roughly 4,500 employees in the U.S. (Georgia, NY and Nebraska)
- Annual revenue was \$20 Billion in 2010
- Global presence in U.S. and Japan
- When the Aflac Duck was introduced to Americans on January 1, 2000, Aflac's brand identification was approximately 12%. It is currently greater than 90%.
- 1 in 4 Japanese households has Aflac





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Presentation/Project Overview

- Aflac supports over 70,000 contracted sales agents in all 50 United States and in Guam, Puerto Rico, and the Virgin Islands.
- Purchase pre-configured laptops provided by Aflac
- Numerous laptops sold to associates monthly
- “Credit” program for associates
- Estimated Savings:
 - (cost of laptop) x (laptops sold) x (1 year) = millions of \$\$\$ spent annually
 - (cost of virtualized laptop) x (laptops sold) x (1 year) = millions of \$\$\$ saved





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Overview of Business Challenge

- Challenge: Initial laptop purchase cost
- Challenge: Lack of flexibility for associates
- Challenge: Payback costs to Aflac



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Project/Program Scope/Goals

- Solution needed that would support remote contract workers writing Aflac policies while also:
 - Providing quick application start up times;
 - Providing product reliability;
 - Providing remote support (when needed); and
 - Providing security – protection of Aflac customer and proprietary data
- After researching technologies, the team set out to design and test the idea of placing a “virtualized laptop” on an encrypted USB flash drive
- Worked with other IT teams for validation of proprietary applications



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Project/Program Results

- Project demo proved to be a success!
- Project team tested multiple solutions – found key differences are cost, memory and method of enclosure or design of the product
 - Resulted in the selection of a SATA HDD External Drive
- Implementation took a matter of months to design, test, and roll out to production

End result: A virtual image of a scaled-down Aflac laptop on a portable external USB device that was low cost, easy to use, and secure for any associate who did not currently own an Aflac associate laptop



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Lessons Learned/Best Practices

- First and foremost: You do not have to be a member of a particular department to research and propose a good idea for your company!
- Smaller is not always better
- No matter how great a change may be, it is still a change
- Communicate, communicate, and then communicate some more
- Security can be a business enabler without compromising on values

“The device is great! I would recommend this to a new Agent or a Veteran” – Aflac DSC

