



**POHJANTÄHTI**  
Ihmissen kokoinen vakuutusyhtiö

# Pohjantähti sets new standards for document archiving

## Building a future-proof IT landscape.

When Pohjantähti kicked off the largest digitalization project in the company's history, they had one vision in mind: to establish a rock-solid ICT setup, that serves their customers' increasing demands for digital services. Now, and in the future.

Little did they know in 2019, that a global pandemic will soon accelerate this need and fast reaction will be paramount. Luckily, Finland's most desirable and personal insurance company was well prepared with a clear roadmap in place. And despite exceptional circumstances, when suddenly their 30 offices switched to remote work, Pohjantähti managed to set the cornerstone for a future-proof IT landscape. Including the launch of a brand-new document archive.

## Facts

**Founded**  
1895

**Country**  
Finland

**Industry**  
Non-life insurance

**Customers**  
120,000+

**Locations**  
30

**No. of employees**  
300+

**Document archive as core system.**

With several paper and digital archives in use, Pohjantähti had the challenge of working with information islands. Individual repositories, where documents created in one system, were not available in others. Thus, locating vital information required time.

For a company that serves over 100,000 personal and 16,000 corporate customers, unified document handling is a mission-critical matter. Not only to make search easier and faster. But also, to provide a stable basis for growth.

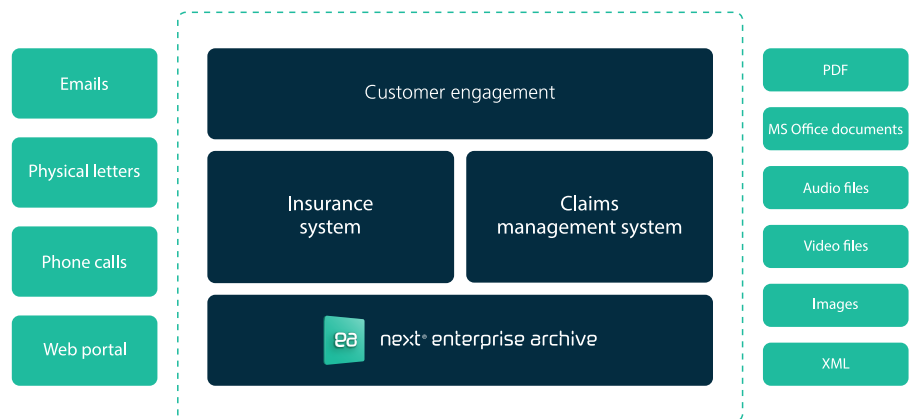


Similar to our insurance and claims management systems, the central archive is considered a core system in our IT landscape. Intended for long-term use, and a prerequisite for providing seamless services to our customers, 24/7.



- Elina Kotilainen  
CIO at Pohjantähti

Next® Enterprise Archive is a long-term core system at Pohjantähti



**The right tool for the job.**

When the time came to opt for a new solution, Nextway's document management earned the highest score during a tendering process.

Next® Enterprise Archive broadened the horizon for what they thought to be a traditional DMS system, to a highly scalable solution that has the potential for future automation and handles document formats of all kinds. PDFs, Office documents, emails, phone calls, images — and the list goes on. This was especially important to realize: any file format that contains information worth preserving should be defined as a document, and archived as a document.



Communication channels emerge faster than ever, and customer dialogues come in formats of all kinds. With Next® Enterprise Archive, we have a scalable solution that will also handle tomorrow's needs for archiving correspondences.



- Elina Kotilainen  
CIO at Pohjantähti

**Access to the club.**

While Next® Enterprise Archive fit all tender demands, it was certainly not the only advantage to fall for. With Nextway as preferred document partner, Pohjantähti also joined the table of the Next®:Insurance User Group. A forum, where like-minded, agile insurers meet to discuss technologies of the future. And their use of Next®. A bonus point when opting for a new software vendor.

**Implementation during Covid-19? Not an issue.**

Implementation during lockdown faced no obstacles despite unusual circumstances. In only five months, Nextway migrated 1.5 million documents and rolled out the entire solution to all 300 users. As of Spring 2021, Pohjantähti has around 3 million insurance documents in their new digital archive, while moving claims remains a project for the rest of the year.



**Nextway promised easy, and delivered exactly that.**



- Elina Kotilainen  
CIO at Pohjantähti

**Bullet-proof compliance.**

With their new solution, compliance at Pohjantähti also reaches new heights. Finally, no email attachments circulate in the company. Everyone reads documents directly from the archive and shares them through the system.

Only files with permission can be accessed. And with the Next® Extended Access Log feature, not only does the system log activities on documents, but also reveals whenever someone just views a file. Next® Extended Access Log (currently available for insurance documents, and soon to be rolled out to claims as well) displays if the user intentionally opened the document to view it, saw it in a preview, or only had the document in a hit list as the result of a search.

Next® Extended Access Log reveals whenever someone views a document.

**Ready for more.**

Forward-looking insurers think in bits and bytes and harness the benefits of digital technology. Already in the first quarter of 2021, Pohjantähti reported nearly 8% net sale increase as a result of diverse sales channels supported by a digital platform.

At the foundation of this, you find a digital archive, where information from customers, partners, authorities, vendors, and employees reside in a safe place. Some for a few years, others for over a century. Controlled, yet flexible to support future growth — and all the documents that are generated by it.