



# EMPOWERING BUSINESS WITH NEXT GEN MARKETING PLATFORM

Capgemini helps a leading insurance company to build a highly scalable, secure platform with state-of-the-art features

## CHALLENGES

The leading insurance company wanted to reimagine their web experience through consumer strategy in a multi-year roll out on an integrated Martech stack. But with their legacy CMS platforms managing three lines of business websites was not conducive enough for them in achieving that much-needed web experience to their users. There was criticality around delivery of content for other digital channels such as Mobile, private banking etc. They relied on IT teams for content authoring and updates which slowed down the time to market. They also had a time-consuming content archiving process for compliance management with a disintegrated workflow process for content review and release cycles.

## SOLUTION

Capgemini enabled platform migration for the insurance company from fragmented and disparate legacy systems to Adobe content management platform with state-of-the-art features. Identification of workstreams across the various verticals in the enterprise was completed to migrate all the available contents to the new platform. This helped the company to move towards an externally hosted cloud services while unlocking several intrinsic benefits such as reduced operation and maintenance cost, high performance and availability with enhanced customer experience.

## IMPACT

ESTABLISHED  
**5000+**  
MICROSITES  
FOR MIGRATION

MIGRATED  
**900+** WEBSITES  
ON PUBLIC  
SITE

**\$ 4.5 MN**  
TOTAL COST  
OPTIMIZATION

REDUCED  
OPERATING AND  
MAINTENANCE  
COSTS

IMPROVED  
TIME-TO-  
MARKET

### FOCUS AREA

- Impacted user experience
- Criticality around delivery of content in other digital channels
- High reliance on IT teams
- Time-consuming archiving process
- Disintegrated workflow process

### ADOBE SOLUTIONS

- Adobe Experience Manager

#### About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast-evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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