



# IMPLEMENTATION OF HYBRID CONTENT MANAGEMENT SYSTEM

Capgemini guides a global insurance company to effectively manage multiple sites with ease and efficiency

## CHALLENGES

The global insurance company although was on the Adobe platform for content management, they had multiple channels operating on different architecture. They had both public and secure sites that were migrated on different platforms based on the needs and requirement. The public sites were maintained on Adobe platform whereas their secure sites were maintained on other platforms. This created trouble controlling the ubiquitous content and the company found it bit difficult to identify the single source of truth for all of their contents. Further, this led to content redundancy with high IT dependency thereby incurring additional cost for content updates on multiple systems. The current mode of operation created considerable impact on the top and bottom line figures of the company.

## SOLUTION

Capgemini provided a next-generation solution using Adobe content management platform that strategically supported the insurance company which in turn provided both the flexibility of a headless publishing environment and the efficiency of a channel-centric content modification. A content model was created with defined structure, folder and taxonomy with user permission to reuse the available content. In addition, reusable components and templates were created for future requirements. All website developments, deployment and maintenance were done in an agile manner. Complete integration into key Adobe platforms such as Adobe Target, Adobe Analytics and Adobe Campaign was established in order to extract the fullest value from the new content management platform.

## IMPACT

**REDUCED**  
COST OF  
LICENSE

**MINIMAL**  
IT  
INTERVENTION

**QUICKER**  
ROLL-OUT OF  
INSURANCE  
PRODUCTS

**REDUCED**  
COST

**IMPROVED**  
CUSTOMER  
EXPERIENCE

**IMPROVED**  
CACHING AND  
**RESPONSE**  
**TIME**

**IMPROVED**  
DELIVERY  
EFFICIENCY

### FOCUS AREA

- Lack of brand consistency across websites
- Absence of tailored content
- High cost of Legacy systems
- High dependency on IT team
- Redundant content across websites
- Increased time to market

### ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target
- Adobe Analytics
- Adobe Campaign

#### 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.