



# EFFECTIVE ONLINE SITES MANAGEMENT THROUGH PLATFORM MIGRATION

Capgemini helps a global bank to setup the best-in-class content management platform with advanced features

## CHALLENGES

A leading global bank faced difficulties with its existing inhouse content management system. Unable to meet the increasing business needs, the bank decided to have a reality check on the functionality, scalability, maintainability, performance and security capabilities of the current system. It became clear that they wanted to move to the best content management system which will help the to manage their online sites effectively. This will not only help them to exploit the internet marketing/intranet communication but also to lower their total cost of ownership.

## SOLUTION

Capgemini identified and evaluated the pain areas of the existing system and replaced the in-house content management system with the Adobe web content management platform. Based on the identified future needs, streamlined delivery, customized workflows and rule-based processes was implemented using Adobe marketing cloud platform. This also helped the bank to manage customer internet and internet landscapes. Each of these solutions enabled the bank to do away with the challenges they faced with the existing legacy system, and paved ways to manage the content publishing process and tools effectively. Hence, various business function enablement such as robust workflow support, search engine integration etc., was made possible through this platform migration.

## IMPACT

ENABLED CLIENT TO EDIT AND MODIFY WEBSITE CONTENTS

IMPROVED TIME TO MARKET

REDUCED TOTAL COST OF OWNERSHIP

IMPROVED INTEGRATION WITH SAAS 3RD PARTY PORTAL WITH FLEXIBLE DESIGN

MINIMIZED IT INTERVENTION

ESTABLISHED SMOOTH AND PROPER GOVERNED PROCESSES TO PUBLISH AND MANAGE WEBSITES

### FOCUS AREA

- Outdated content management system
- Lack of systems to meet increased business needs
- Lack of better avenues for effective management of internet and intranet sites
- Need for reduced ownership cost

### ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target

#### 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.