



CROWNPEAK DXM & DQM

Harnessing User-Friendly SaaS CMS to Streamline Multi-Site Management at Emburse

The challenge

Emburse is a leading SaaS and FinTech company offering spend management solutions to their over nine million users. They revolutionize the way organizations manage travel, employee expenses, process invoices and make payments. As a SaaS-based technology provider, the company's global web presence is critical to both supporting their customers and driving demand and conversions.

The marketing team at Emburse had been using a variety of Content Management Solutions (CMS), including some homegrown options, to manage their multiple websites. However, they had no central control over these disparate solutions, which made it difficult to update sites in a timely manner and resulted in a lack of uniformity across their digital presence. "We had nine websites across our regions and were using eight different CMS across six different hosting platforms which made them incredibly difficult to manage," says Heidi Wurpel, Director of Web Marketing at Emburse. "We needed a unified solution that would empower our marketing team to easily create content across our global regions."

The solution

Emburse examined multiple leading CMS vendors and determined that Crownpeak's SaaS hybrid headless architecture and user-friendly CMS offered the best fit for their requirements.

CUSTOMER PROFILE

- **Industry:** FinTech and SaaS for financial management and accounting
- **Regions:** Global

BUSINESS IMPACTS

- **Streamlined multi-site management**
- **Enhanced digital quality**
- **Optimized accessibility and inclusivity**
- **Reduced engineering overheads**



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› Heidi Wurpel, Director of Web Marketing at Emburse

Emburse had a well-developed marketing stack with plans for continued growth; including critical integrations with Translation Management System (TMS) vendors. Here, Crownpeak's highly interoperable headless architecture was an advantage, as it would enable them to speed integrations with these key tools. The fact that Crownpeak is SaaS was also very important for Wurpel's team as it would ensure that the solution could scale easily and cost-effectively over time, and free both their Technical resources and Marketing employees from the disruptive and time-consuming upgrade and maintenance requirements of their previous on-premises solutions.

“One of the key benefits of Crownpeak DXM is that it is SaaS,” explained Wurpel. “It was a priority for me to have a CMS that wouldn't force the team to pause all marketing campaigns for months while software updates were being made. And, because updates are released seamlessly, we get the latest and greatest features without any disruption.”

The results

Leveraging DXM's easy-to-use templates and drag-and-drop functionality, together with the platform's in-built Digital Quality Management (DQM) solution, Wurpel's team is able to launch content and campaigns with agility.

Streamlined multi-site management: With a small team, it was critical that Marketing be able to manage the digital experience directly. “Crownpeak is easy enough for our marketers to use directly, but robust enough for our technical team to build upon. It hits the sweet spot,” said Wurpel. “The simple drag-and-drop functionality for adding new components to a page is great. There's no need for my team to learn HTML or JavaScript, they can jump right in and get started. DXM's template system means our page layouts, fonts, color palettes etc. are guaranteed to be consistent, which helps us present a consistent brand and UX. In addition, my team can log in to the platform from anywhere and easily deploy it ourselves, which means we can make updates in real-time.”

Enhanced digital quality: “The great thing about having such a user-friendly CMS is that so many people can contribute to our sites directly,” said Wurpel. “The flip side is that errors can creep in. Fortunately, Crownpeak's built-in Digital Quality Management solution (DQM) makes it easy for us to find and fix them. I never want to receive a call from a customer saying that links aren't working, content isn't accurate or that an image doesn't appear correctly. With DQM we can catch all the issues before our customers do.”

Optimized accessibility and inclusivity: Emburse has a mission to “Humanize work for everyone” so providing an inclusive digital experience is of the highest importance. “DQM sets out what we need to do to achieve WCAG compliance and to eliminate any accessibility barriers in our digital content. With DQM we can be confident we're providing an inclusive and welcoming experience to all our customers.”

Reduced engineering overhead: Managing the upgrade and maintenance of Emburse's previous on-premises solutions had led to considerable disruption and cost. “Crownpeak's SaaS delivery architecture was a major selling point for us and it has really delivered on the promise. Crownpeak provides us with a platform which is continually being developed, with updates and new features delivered seamlessly. Their team does all the heavy lifting of testing prior to release, so our team doesn't have to get involved. We've never had an experience where a release breaks something. This avoids disruption and saves us time and expense.”

The Crownpeak experience

“What stands out to me is how user-friendly and powerful the technology is. I believe that DXM's agility offers us a competitive advantage and this made the decision to go with Crownpeak a very simple one,” said Wurpel.

