



Why a Top Financial Services Corporation Chose Crownpeak DXM to Launch Its Global Web Presence

Crownpeak DXM selected from 15 leading vendors for flexibility, security, and availability

Industry: Financial Services

Employees: 20,000

Locations: 95



Flexible deployment architecture speeds digital transformation



SaaS-based delivery ensures web presence can grow with the company without escalating costs



Unparalleled levels of availability (99.99%) and robust cyber security protection

THE CHALLENGE:

Following a major re-structure, a leading Fortune 500 financial services corporation underwent a global rebrand, to bring together the company's offerings under a single identity and to provide a unified experience across their digital properties.

The company had multiple divisions – each with their own website, technology stack, and approach to digital governance. This resulted in varying performance, quality, and consistency across the online user experience. The Director of Software Development at the company says, “Many of our divisions had on-premise implementations, old servers, old software – we had significant technical debt which had accumulated over many years.”

TECHNOLOGY REQUIREMENTS:

- Distributed architecture to provide implementation flexibility
- Future-proof technology
- Improved site performance
- Scalability for future expansion
- Centralized administrative support model
- Reduced time-to-market

A corporate decision was made to migrate all their websites to the same platform and to modernize their tech stack. However, the new solution would need to accommodate a number of legacy back-end systems. “Each of our divisions has content which is pushed to their websites via back-end product and content systems – in some cases this accounts for significant data volumes. There wasn’t scope to reengineer all of those feeds during the initial launch phase, so we needed a vendor who could help us roll out a new central platform but work within the constraints of these legacy systems. This was a key architectural decision,” says the Director of Software Development.

MARKETING REQUIREMENTS:

- Consistent look and feel across all global digital properties
- Ease of implementing marketing design changes
- Cross-divisional content syndication
- Personalization
- Campaign management capability
- Lightweight governance
- Single sign-on

The relaunched digital presence also needed to reflect the new global brand by delivering a modern, high quality digital experience to its audiences. Key requirements were that it support a consistent UX and taxonomy across all digital properties (regardless of the back-end systems used to deploy them), enable personalization, advanced search, and “single sign-on” between websites.



THE SOLUTION:

The company conducted an in-depth evaluation of 15 industry-leading vendors. Crownpeak Digital Experience Management (DXM) stood out due to the platform's ability to meet their architectural requirements and the robust quality of its native SaaS offering. "Most of the vendors we surveyed offered identical functionality and similar score cards. Crownpeak DXM was the clear winner because of its superior SaaS capabilities, flexibility, scalability, security, and availability," says the Director of Software Development.

A key differentiator in the selection process was Crownpeak DXM's "decoupled" deployment architecture. Because the platform's authoring and delivery environments are separate it was possible to use two different deployment models to support the differing requirements of their divisions, while maintaining a common interface across the entire global presence:

- The company was able to quickly conform their divisional websites onto a single, unified instance, using DXM's CMS and Content Delivery modules to handle authoring and publication, end-to-end.
- A number of the divisional websites needed to remain internally hosted due to the scale and complexity of their content feeds. To support these instances, Crownpeak DXM was deployed as a routing machine to take content from the existing web content systems, apply the new templates and UX components, and deliver this out as XML to be rendered on the live sites, bringing them seamlessly in line with the global brand.

"Ultimately, we're working towards using Crownpeak DXM as our global content system across all divisions to achieve our digital transformation journey, but for now the ability to use multiple deployment models for our different websites is working really well. It's enabled us to deploy our new brand fast while avoiding a lot of costly re-engineering of our backend systems. I'm not sure any other tool could do this," says the Director of Software Development.

THE BENEFITS:

Speeding digital transformation with flexible, “decoupled deployment”

The ability to support decoupled deployment was a key factor in the vendor selection process. The company needed to take their new brand to market fast with maximum flexibility and scalability, while minimizing the disruption to its valuable legacy systems.

“Unlike the on-premises solutions we looked at, Crownpeak DXM enables us to leverage a distributed architecture approach. We have access to all the modern capabilities of DXM but can continue to work with the legacy solutions that are currently in place, while we need to,” says the Director of Software Development.

Guaranteeing high availability and unparalleled security

In opting for a SaaS solution, the company needed total confidence that their vendor would be able to meet their exacting standards for the security and availability of their websites. Crownpeak’s fully-managed Amazon Web Services (AWS) hosting solution, and unrivaled cybersecurity offering were key differentiators in the vendor selection process.

“Crownpeak has exploited the AWS infrastructure and APIs to handle security, cyber threats, scalability, and fault tolerance. Most of the other vendors we evaluated were not willing to commit to 99.99% availability. Crownpeak DXM and AWS together gave us the confidence we needed. New cybersecurity threats are constantly emerging, but because of their domain expertise in this area we trust Crownpeak to stay ahead of them. And because the solution is fully managed, it reduces the load on our internal IT infrastructure,” says the Director of Software Development.

Future-proof and scalable

SaaS was a core requirement in the company’s vendor selection process. “Having suffered the consequences of technical debt, we knew we wanted to be in the SaaS space going forward. Crownpeak DXM enables us to modernise our approach to digital with a robust, cloud solution that is constantly updated with the latest product enhancements. With SaaS we know our technology will move with the times to meet our current and future needs,” says the Director of Software Development.

With aggressive plans for growth, the company also needed to ensure scalability was baked into the solution. “Our organization is growing, and we are rolling out much more complexity in both our marketing and our products, so its key that our .com

platform can keep up with that. Because DXM is delivered SaaS, we have the flexibility to expand without the need for additional hardware, license fees, or ballooning costs. We can quickly and easily deploy new websites and features when we need them,” says the Director of Software Development.

Optimized marketing effectiveness

The company’s global marketing team was a key stakeholder in the vendor selection process, and ease of use was a core requirement.

“Our marketing teams are very active and very focused on keeping our site as fresh and up-to-date as possible. So Crownpeak’s ease of use and speed of publication was important to the decision. Being able to quickly deploy multi-lingual sites was also a key factor for us,” says the Director of Software Development.

The next step for the Marketing team is to personalize the user experience and to provide single sign-on so users can move frictionlessly between the group websites. “We want to ensure a seamless, personalized experience across the business lines, so it will need to work across our two different hosting setups. This will need some designing, but the Crownpeak DXM platform gives us the flexibility we need to do this,” says the Director of Software Development.



WORKING WITH CROWNPEAK:

How easy was Crownpeak DXM to implement?

At the start of the engagement, none of the internal development teams had experience with Crownpeak. However, they got up-to-speed quickly. The first phase of the rollout was to launch the websites for two of the divisions. They onboarded one project team for each website, which totaled 20 people. This included developers, business analysts, project managers, scrum masters, product owners, a QA team, and a UAT team. Then they trained the content and editorial staff on how to publish to the system.

“Crownpeak DXM was brand new to everyone so there was a steep learning curve. However, we got there quickly and the Crownpeak support team came through in spades!” says the Director of Software Development. “In just six months we rolled out two of our major divisions with only a couple of small, in-house development teams. This was a really big accomplishment! This included building the UI, building complex templates, migrating all of the content from our existing CMS platforms to the new CMS, and making sure we had all the integration points and security certificates in place. I really don’t think this would have been possible with any other platform,” says the Director of Software Development.

Delivering on our promises

So did Crownpeak deliver on the promises made during the vendor selection process?

“We were promised stability in terms of our deployment and our infrastructure, and we got that! We were promised a very flexible platform, and we have that! Scalability is huge for us, given the pace the corporation is planning to grow, and Crownpeak has proven that it can accommodate growth well into the future. Crownpeak was absolutely the right answer,” says the Director of Software Development.

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Director of Software Development, Global Financial Services Company

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Crownpeak provides the leading, enterprise-grade, SaaS Digital Experience Management (DXM) platform. The Crownpeak DXM platform empowers Fortune 2000 companies to quickly and easily create, deploy and optimize customer experiences across global digital touchpoints at scale.

Besides featuring content management, personalization, search, and hosting, it is the only digital experience platform that offers built-in Digital Quality Management (DQM) to ensure brand integrity, best practices, and web accessibility compliance, and a suite of monitoring and consent solutions, including a Universal Consent Platform, designed to help companies comply with the General Data Protection Regulation (GDPR). For more information please visit, crownpeak.com