FINANCIAL SERVICES AND INSURANCE (FSI): YOU NEED A ROBUST AND SECURE PLATFORM FOR ALL YOUR DIGITAL PROJECTS

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As with the rest of the economy, organizations from the Financial Services and Insurance sector, are facing major challenges. Digital is disrupting your long-standing business model and new Fintech and Insurtech players appear daily, further accelerating your market (r)evolution.

You need to react and lead your digital transformation rather than undergo it. To take the lead of this transformation, you need a robust and secured platform that will enable

both your marketing and IT teams to work together in order to:

› Leverage and integrate your existing / legacy business applications into the new digital solution,

› Gain in digital agility by allowing your marketing team to create, launch and monitor their campaigns (promotions, new products and services etc.) and provide personalized contents, in full autonomy.

JAHIA DIGITAL EXPERIENCE PLATFORM IS THE CHOICE OF RENOWNED FSI ORGANIZATIONS IN THE WORLD

Evolution of customer expectations...

With the disruption digital brought into the market, both consumers and B2B customers expect to have all their assets available at their fingertips, when and where they want. They also expect to be personally recognized and treated as such by their FSI provider. Their loyalty is entirely tied to their satisfaction.

These expectations put a tremendous pressure on FSI organizations: marketing and IT teams must be able to work together to provide a smooth, adequate, secure and innovative experience to their customers, on mobile, as well as on desktop or tablet.

... Is leading transformation

Marketing and IT teams need to enhance their organization's traditional services, react faster when a customer is unhappy or experience issues, provide personalized promotions,

expand their service portfolio on all channels: browser, mobile app, tablet.

Leverage existing and legacy business app

One of Jahia's Digital Experience Platform's main strength is its ability to integrate with any type of application and technology. Digital Experience Manager (DX) provides powerful portal capabilities (and assorted application integration features) that have been recognized by leading industry analysts, such as Gartner.

Digital Agility: give content creation and personalization autonomy to Marketing teams

The Jahia Platform gives Marketers a full autonomy to create content, promotions, launch digital marketing campaigns, conduct A/B testing and personalization all the while ensuring the IT Teams that the platform remains secure and robust.

They have chosen Jahia

From internet-only banks, to business banks, to customer-facing banks and global insurances, major brands in Europe and North America choose to run on Jahia to engage with their customers on their core business.

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A comprehensive product line-up

Jahia Digital Experience Manager is the core of the Digital Experience Platform. Unifying CMS and Portal features into a single easy to use application. Jahia DX distinguish itself by a modern architecture, a highly granular role based access model, extreme extensibility and flexibility. A large set of development and deployment tools allow IT and Marketing teams to fasten and secure their projects, from requirements to development and production in a frictionless approach.

Marketing Factory provides state of the art digital marketing features specially designed to be simple to use for marketers and make them totally independent of the IT Teams. Marketing Factory provides profiling, data collection, segmentation, goals and KPIs metrics, optimization (A/B, A/Z testing) and personalization.

Value-added extensions

Jahia, the Jahia Community and Jahia partners provide dozens of extensions than can be installed on your platform to match specific needs and extend its functional scope. Ranging from WYSIWG form creation to Marketo or SDFC integration, or various DAM providers to use 3rd party assets in your sites, those extensions allow you to create the exact platform you need.

Digital Industrialization

Jahia's Digital Industrialization paradigm is about streamlining Enterprise digital projects across channels to truly control time-to-market and TCO, project after project. Putting an end to "the Tunnel effect", the new Jahia Studio enables IT and marketing teams to collaboratively and iteratively build cutting-edge online business solutions. These, in turn, are securely and easily deployed as modules and apps, reusable across any digital projects, thanks to the new Jahia Private App Stores software

Open Source Software & Subscription

Jahia provides an Enterprise distribution of its open source Digital Experience Platform to its customers.

Based on the same core, the Enterprise distribution provides extensions and tools to industrialize digital initiatives.

There is no license cost for these Enterprise distributions. It is a subscription model that covers unlimited bug fixes and hours of support/technical assistance.

Contribute to the roadmap

Rather than paying a license fee as they would with a proprietary software vendor, Jahia customers contribute to an open source project by financing enhancements and get them in priority, fully tested and at a much lower and controlled TCO.

Secure your project delivery

Our professional services team provides technical assistance at any stage of the project lifecycle for all your environments (development, QA/staging, UAT, pre-production and production) and from specifications, development, tests to deployment.

Jahia is an international software vendor that provides the most complete and integrated open-source java platform unifying **CMS, Portal, Digital Marketing and Commerce.**

Because digital is now at the center of the economy, each product stems from Jahia's Digital Industrialization vision. This means a faster go-to market by streamlining the chain production, from development to corporate-wide deployments by putting code, content and features reusability at the core of the process.

Founded in 2002 and headquartered in Geneva, Switzerland, Jahia Solutions Group has its North American headquarters in Washington, DC, with offices in Chicago, Houston, Toronto and throughout Europe. Jahia counts hundreds of global brands and governmental organizations among its loyal customers in more than 20 countries across the globe.

For more customer successes, please visit:
 www.jahia.com/customers

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