



BNP PARIBAS SECURITIES SERVICES

CASE STUDY

“We have implemented the Group’s customer-centric strategy with the new site, which was completed in only nine months.”

Julie Pourflet / Head of Digital Development

BNP Paribas Securities Services is a leading multi-asset service provider in more than 90 markets, with local expertise in 34 countries around the world.

A wholly-owned subsidiary of the BNP Paribas Group, it is one of the highest-rated asset servicing banks in the industry. BNP Paribas Securities Services has over \$2 billion in assets under administration and \$9 billion in assets under custody.



DX product(s)

jContent (formerly DX Manager 7.1)

Type of project implemented

Website

New website launched

2017

Number of sessions per month

23,000 sessions

Number of website visitors per month

19,000 visitors

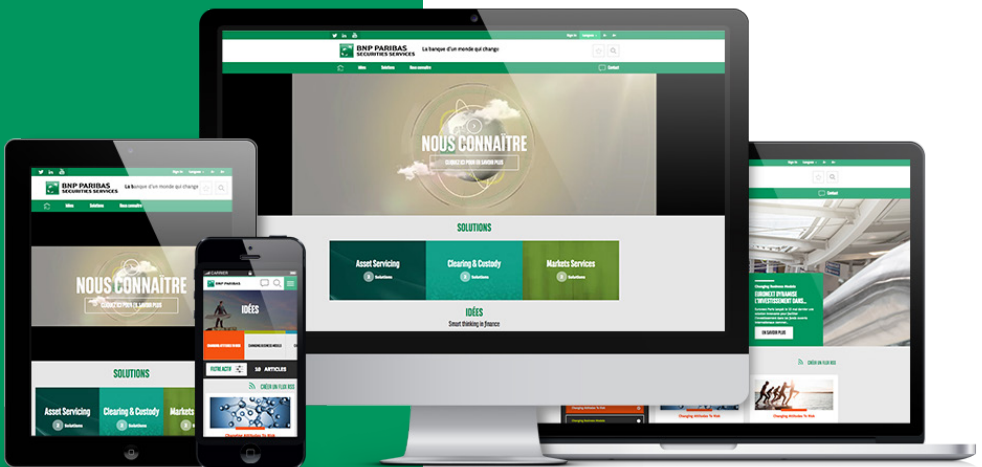
Number of managed pages

+500 pages

Integration partner

Smile

**“OUR WEBSITE
IS THE ENTRY
POINT FOR ALL
PROSPECTS:
IT IS CENTRAL
TO OUR ENTIRE
ACQUISITION
STRATEGY.”**



The Challenge

BNP Paribas Securities Services must stand out in a competitive international environment and in a market with a long purchasing cycle. Their website is the main entry point for prospects: it must be content-rich, with localization and multilingual capabilities to address the specific needs of certain markets. All this with the clear objective to generate qualified B2B leads.

“We chose Jahia based on the recommendation of our integrator. The platform met all of our requirements.”

Julie Pourflet / Head of Digital Development

The Jahia Experience

In only 9 months, the website of BNP Paribas Securities Services has been completely redesigned, from user journey mapping to technical deployment of the new site with fully revamped graphics and content. This redesign made it possible to bring the site in line with the brand identity and customer-centric strategy of the BNP Paribas Group.

Thanks to reusable templates and other useful tools provided by jContent, such as customizable URLs or the translation feature, the digital team was able to accomplish an amazing feat by completing this website in record time.

The Business Value

With the Jahia platform, BNP Paribas Securities Services now has:

- › Fully autonomous teams who can publish content on the site efficiently, using templates optimized for organic SEO and user experience.
- › A website that communicates with other applications in different environments thanks to the platform’s integration capabilities.
- › A digital team that is now focusing on the customer journey personalization possibilities offered by jExperience.

“Our new site allows us to move towards Account-Based Marketing: a strategy in which campaigns will be personalized for each customer account.”

securities.bnpparibas.com

About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to **Make Digital Simpler**.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

To read more case studies, please visit:

<https://www.jahia.com/customers>

Contact us

Group HQ – Geneva
Switzerland
T +41 22 361 34 24

United States
Washington, D.C.
T +1 202 656 7874

France – Paris
T +33 1 44 79 33 79

Canada – Toronto
T +1 905 257 7471

Austria – Klagenfurt
T +43 463 287 008

Germany – Freiburg
T +49 761 4787 150

United States – Houston
T +1 832 899 4574

info@jahia.com

Contact form

Demo request



Resources

www.jahia.com

academy.jahia.com

store.jahia.com

youtube.com/JahiaCMS