

Client



Company:
AEGON Nederland NV

Website:
www.aegon.nl

Headquarters:
The Netherlands

Industry:
Financial Services

Size:
30,000 employees worldwide

Solution:
Alterian Content Manager

Results:

1. AEGON employees can perform many more online tasks in much less time.
2. Campaign sites can be built in-house.
3. With Content Manager, the same content can be re-used in many places, each time with a unique, clearly understood URL.
4. AEGON can create subsites itself, saving thousands of Euros per page.

AEGON strengthens its brand by consolidating a large number of websites

The Client

The AEGON Group (www.aegon.nl) provides financial protection and capital growth through a wide assortment of products and services, such as life insurance, retirement management, savings and investment products, and personal property and unemployment insurance. AEGON is one of the world's largest insurers and makes use of opportunities for collaboration in order to contribute to a better future for clients, shareholders and employees throughout the world.

Synopsis

AEGON replaced nine websites with a single, consolidated website. The objective was to achieve uniform presentation for clients and partners and an improved structure on the web. At the same time, the efficiency of the site and content management had to be improved.

Since then, the work of the editorial, marketing and communications staff has been greatly simplified. In addition, the organization is now also able to easily build campaign-specific sites itself. Today, the AEGON Nederland intranet, the corporate website www.aegon.com and www.aegonbank.nl are all being managed with Content Manager.

Introduction

In 2004, AEGON Nederland implemented a completely new site at www.aegon.nl that replaced the nine separate sites that were operating previously. This drastically reduced the number of websites in operation and resulted in a more consistent company image. With improved uniformity, the AEGON brand – and thus information about the products and services – can be more effectively communicated to consumers, business clients and intermediaries. Content Manager considerably improved the efficiency of site management and reduced the cost to a fraction of the original level.

Never Change a Winning Team

Good business practices include providing relevant information that is also easily accessible – to both clients and employees. AEGON was already familiar with Content Manager, having used it since 2001 for the previous websites and intranet. In 2004, those positive experiences led AEGON to re-use it to manage the content of the websites for the various business units that make up the organization.

However, having multiple websites is not practical for the consumer, nor for the business partners that make use of

the site. AEGON therefore decided to consolidate nine separate websites in order to be able to present a single identity to the world. Although the quantity of content on that one site is increasing, thanks to the use of Content Manager, the speed and efficiency of managing it has improved many times over, reducing costs. AEGON's choice was based on an internal business case which showed that a new, Content Manager-run website would be less expensive than the existing setup.

Time Savings through Use of Content Manager

With Alterian, the management of complex websites has become even simpler for the editorial, marketing and communications staff at AEGON. Content Manager allows AEGON employees to perform a large number of tasks in a quicker, simpler manner than before. The placement of dozens of PDF files on the intranet, for instance, takes just a few minutes, whereas before it used to be a real chore. In the past, AEGON used a script to upload files to the site, but now it's a standard function that involves nothing more than dragging and dropping the files into Content Manager. The user-friendliness of the desktop application led to rapid acceptance by the managers of the various sites and as a result, the roll-out proceeded extremely quickly and was completely successful. "Employees can now carry out many more tasks themselves, so today there is virtually no dependence on specialized IT knowledge. That allows us to be much more flexible when it comes to changing the site. It also reduces the cost and significantly speeds up the process of implementing larger changes," explains Jos Jansen, New Media Manager at AEGON.

WYSIWYG Management Tool

Content Manager is user-friendly and provides exactly the functionality that AEGON requires of an editorial tool. AEGON site editors can modify and update content themselves, without dependence on a webmaster. Content Manager also makes working with a web page very simple, as it is based on the "what you see is what you get" principle. To create a page, it is not necessary to establish any definitions or style choices which makes it one of the factors that make it considerably faster and less expensive to build web pages and websites.

A Wealth of Information

The consolidated aegon.nl site offers access to a wealth of information for members of the public, business

Alterian Case Study

AEGON Nederland NV

visitors and AEGON intermediaries, and a number of areas of the site are only accessible for registered users. Business visitors, for example, can request specific reports, and intermediaries have access to specific product information and applications specially designed to assist them. The new site also includes a 'shopping basket' that intermediaries can use to order products such as insurance products, but also forms and even promotional gifts. The website also provides an overview of AEGON training courses and online registration. In short, the site offers a complete range of information and interactive possibilities, all made possible by Content Manager.

Ready for the Future

The Internet site currently hosts 40,000 visitors per week, nearly twenty times the number of visitors served in 2002. In recent years, much has been done to improve the architecture of the site, including a planned redesign of the front end in summer 2007. Because the CMS separates the management of structure, content and presentation, the style of the templates can easily be changed. Furthermore, all the information can easily be reused. With Content Manager, the same content can be reused across the site, each time with a unique, easily understood URL. Through this reuse, AEGON can easily keep track of the entire site structure.

The centralization process has been arranged so the visitor will still have just a single access point to the client environment that serves as an interface to all the various sites.

The company's intranet, AEGON Net, is accessible to 3,000 employees. AEGON Net is not only used by employees for internal communication, it also includes provisions to handle tasks such as meeting room reservations, administration of staff holiday and support internal knowledge management, with many more applications in the works. Here, too, the site has been redesigned – and all the functionality has been reused. The intranet runs on a new version of Content Manager, allowing contributions from more than a hundred editors.

"Within Content Manager, we can easily reuse item types for multiple purposes. This makes the maintenance and management simpler and cheaper. Furthermore, this allows us to reduce the quantity of item types by 50%," adds Jos Jansen. "It is also our intention to provide the visitor with access to all the information via a single sign-on."

Since the new sites went live in 2004, AEGON has easily been able to add extra websites to the same CMS environment, as well as campaign mini-sites for the "Life-Course Savings Scheme", the "Work and Income according to Labor Capacity" Act, and collective retirement plans, to name a few.

Conclusion

"Content Manager is an alternative to outsourcing. We are no longer dependent on third-parties, such as advertising agencies and IT service providers. The bottom line is that we can now do more and do it faster because we can build and maintain sites more quickly and easily," concludes Jos Jansen.

"In the future we expect to make more use of campaign marketing within aegon.nl, for which we will include specific landing pages within the site. By managing these campaigns within Content Manager, and creating sub-sites ourselves, we'll save thousands of euros in development costs per page. In addition, we will be able to make our products more accessible by increasing our use of video-, image- and Flash-based presentation within the sites."

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

UK & European Headquarters

Alterian
The Spectrum Building
Bond Street
Bristol
BS1 3LG
UK
T +44 (0) 117 970 3200
F +44 (0) 117 970 3301

North American Headquarters

Alterian Inc.
35 East Wacker Drive
Suite 200
Chicago, IL 60601
USA
T +1 312 704 1700
F +1 312 704 1701

