



UBS, delivering superb customer and employee experiences online.

Leading financial institution banks on Adobe Marketing Cloud to optimize marketing impact and employee communications.



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Manuel Niess, Head Digital Channels within Group Marketing and Communication Services, UBS



United States ▾ Contact ▾ Mobile

Search



Account login ▾



SOLUTION

Adobe Experience Manager, Adobe Analytics, Adobe Target, and Adobe Campaign solutions within Adobe Marketing Cloud

RESULTS



COMPELLING EXPERIENCES

Delivered higher-quality digital experiences for existing and potential customers to drive conversions

UP TO **4%**
FASTER

FAST UPDATES

Reusable components and templates shared across sites streamlined creating and updating Internet and intranet sites with thousands of pages



PERSONALIZED AND SECURE

Helped ensure employee authoring rights to appropriate pages only, and secured access to content by outside partners



UNPARALLELED INSIGHTS

Strengthened brand marketing by gaining new insights into users' online activities and targeting offers and communications

UBS AG

Established in 1998

Employees: 60,000

Headquarters: Zurich, Switzerland

www.ubs.com

Netcentric

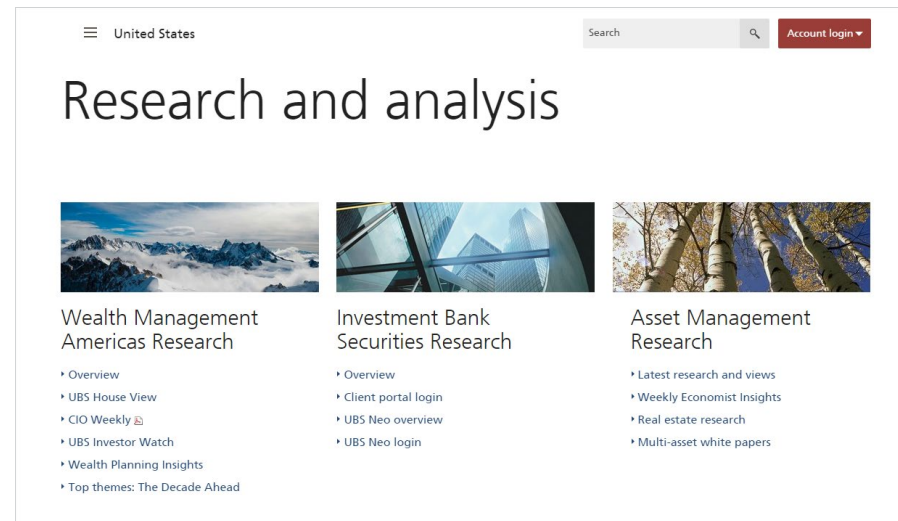
Headquarters: Pfäffikon, Switzerland

Offices in Zurich, Munich, Berlin,
Frankfurt, Barcelona, and London

www.netcentric.biz

CHALLENGES

- Accelerate and reduce the cost of Internet and intranet updates
- Obtain holistic view of users and begin more personalization
- Centralize campaign management and email distribution
- Provide tailored content based on geography, product interest, and other variables



Maximizing website value

Leading companies and institutions in more than 50 countries rely on UBS' financial resources, expertise, and infrastructure to help them grow their businesses, manage risks, and invest for the future. UBS's websites—both Internet and intranet—are instrumental to the company's success.

The global UBS website offers 50,000 pages in multiple languages, highlighting financial news, blogs, digital marketing offers, videos, and details about the bank's credit cards, mortgages, and other offerings. The main goal of the public website is to attract new customers by showcasing UBS's extensive products and services, as well as its expertise, and encourage customers to contact an advisor for wealth management or other financial services.

Inside UBS, the corporate intranet quickly pushes out new information to employees and also personalizes the content every employee sees based on where employees work and what their roles and titles are, helping improve overall site experience and relevance.

"With over 50,000 pages on UBS.com and 100,000 pages on our corporate intranet, our online experiences are among our most important means of capturing new customers and keeping employees informed," says Manuel Niess, Head Digital within Group Channels Marketing and Communication Services at UBS. "Combined, our website and intranet receive about 200 million page views annually."

"With Adobe Experience Manager, we can update pages quickly without obstacles, and add value by creating multiple, mobile-responsive microsites."

Eliau Kool, Head of Technology, Netcentric

Intuitive, fast, scalable

With such high volumes of traffic, UBS saw a huge opportunity to target content for online experiences for both external and internal users. However, UBS's previous web content management system made it difficult to maintain and update its sites. UBS wanted faster time to market for updates and dynamic pages and page elements to capture customer interest. The company also needed much greater web publishing efficiency, including the ability to reuse components such as funds information and templates between both the Internet and intranet sites and support efficient web workflows that would not require technical expertise for content authors.

UBS began with a comprehensive request for proposal (RFP), and Adobe Experience Manager rose to the top of the list. "Our top three requirements were an intuitive user interface, the ability to create or modify existing pages with ease, and scalability," says Niess. "Adobe Experience Manager met all of these criteria. Once we saw a demonstration, and knew that Adobe was behind the product, we decided to purchase the solution."

Threefold faster and more efficient

UBS wanted to implement Adobe Experience Manager and maximize digital marketing opportunities, including providing easier mobile access and personalizing both Internet and intranet experiences based on customer interests and employees' job titles and roles.

To support its digital marketing efforts, UBS worked with Netcentric, an Adobe Experience Manager Specialized Partner that designs, optimizes, and implements digital marketing platforms built on Adobe Marketing Cloud. The first project involved moving all 50,000 Internet pages in multiple languages to Experience Manager. The intranet came next and was completed a few years later.

"With Adobe Experience Manager, we can reuse many components—buttons, form fields, graphics—created for the Internet site for the intranet site. We can update pages quickly without obstacles, and add value by creating multiple, mobile-responsive microsites for reuse on both public and private sites without duplicate effort," says Eliau Kool, Head of Technology for Netcentric.

Personalized and mobile

Adobe Marketing Cloud has helped deliver optimized experiences for website visitors. On UBS.com, Adobe Experience Manager offers the flexibility to display 10 different interfaces, depending on visitors' locations and needs, and news and blogs can be dynamically assembled and presented based on personalized customer interests. The Internet site is also fully responsive so UBS customers can access financial information on any device.

"Adobe Experience Manager contributes to productivity because the right information is presented immediately based on each requester's location and interests."

Manuel Niess, Head Digital Channels within Group Marketing and Communication Services, UBS

Says Niess, "The ability to tune and personalize our Internet and intranet sites very quickly gives us more flexibility and more opportunities to acquire customers and keep our employees more productive."

The user experience on the UBS intranet site also has greatly improved. Company news and updates can now occur almost immediately. Netcentric was able to create one general gateway, uniting intranet access through Adobe Experience Manager for all global employees for distributing messages, news, and other content via the intranet.

Standardized, easy authoring

Content authoring is simplified as well. About 50 professional publishers update content on UBS.com, and there are also several teams of internal users and digital marketers who contribute to content on both the internal and external sites. With Adobe Experience Manager, the process of updating and publishing content is far faster and requires almost no technical expertise.

"We can manage our content across both in-house and outsourced locations at least three times faster—that's a big savings in time and costs," says Niess. "We can also publish responsive microsites that meet our high standards. The creation of new components in Experience Manager can compete with HTML microsites created externally, highlighting the efficiencies. In addition, the faster time to market for new digital content is improving our returns."

Security and personalization are greatly improved as well, an important factor for the financial institution. On the UBS intranet, Adobe Experience Manager can detect each employee's location, job profile, and role and not only provide access only to appropriate web pages and restrict access to others, but also tailor news based on what is relevant to specific employees' needs.

"We can display certain news banners or other information as appropriate to each employee," says Niess. "Adobe Experience Manager contributes to productivity because the right information is presented immediately based on each requester's location and interests."

Gaining a complete customer view

Based on the success of Adobe Experience Manager, UBS contracted with Netcentric to also implement Adobe Analytics and Adobe Target within Adobe Marketing Cloud. Adobe Analytics helps UBS test which versions or portions of its websites are most successful. Adobe Target is used to deliver more personalized, relevant experiences to users to improve conversion rates for external customers and productivity for internal employees.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Campaign, Adobe Analytics, and Adobe Target solutions. Capabilities used include:
 - Sites
 - Assets
 - Marketing reports and analytics
 - AB testing

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/marketing-cloud/campaign-management.html

www.adobe.com/marketing-cloud/testing-targeting.html

www.adobe.com/marketing-cloud/web-analytics.html

www.adobe.com/solutions/digital-marketing.html

www.netcentric.biz

Learn more about Adobe Specialized Partners

<https://solutionpartners.adobe.com/home/enablement/specialization.html>

In addition UBS purchased and is preparing to implement Adobe Campaign to orchestrate personalized experiences across online and offline marketing channels. The company will use Adobe Campaign to consolidate data from several email marketing systems used by different internal teams and agencies worldwide—all with varying reporting and analysis systems.

"We are working towards having an integrated view of our users across all web, mobile, and even offline interactions to be sure that our offers are coordinated and consistent," says Niess. "In this way, we can begin to more fully own our email strategy and offer more personalized content across the customer journey."

Collaboration made easy

UBS has also begun using Adobe Experience Manager Assets (on demand) to easily create, manage, deliver, and optimize digital assets from a multitenant cloud platform. With Experience Manager Assets (on demand), UBS is collaborating with production teams on videos and with agencies on asset creation. Teams can upload content, and UBS can add comments, recommend edits, and make sure that logos and other assets appear in content according to corporate guidelines.

"Adobe Experience Manager Assets (on demand) is a big win for us because of the streamlined collaboration enabled across various teams and geographies involved in digital content creation," says Niess. "Adobe Experience Manager is simple to use, affordable, and speeds up collaboration."

For UBS, Adobe Marketing Cloud, implemented by Netcentric has quickly become the bedrock for marketing. "We foresee Adobe Experience Manager as our main templating, content, and digital asset management tool and Adobe Campaign as our primary means of launching and distributing campaigns," says Niess. "At the same time, Adobe Analytics and Adobe Target give us the intelligence to continually improve and personalize every user interaction."

About Netcentric

Founded in 2012, Netcentric implements Adobe Marketing Cloud solutions for the largest companies in the world across different industries. Netcentric is an Adobe Experience Manager Specialized Partner. Its more than 200 employees are based in Pfäffikon, Zurich, Munich, Berlin, Frankfurt, Barcelona and London and work for brands around the globe. Netcentric's development center in Barcelona, Spain, allows the firm to scale in quality and successfully meet customers' growing digital marketing demands.

