

## The perfect overall package

DekaBank realizes a Media Management Platform using BrandMaker

# Deka Investmentfonds

DekaBank is based in Frankfurt and Berlin and acts as the central asset manager for the Sparkassen Finanzgruppe. With a market share of approximately 20 percent in the mutual funds business, it is one of the largest financial service providers in Germany. In order to be able to supply the approximately 450 banks in the Sparkassen Finanzgruppe with quality assured and individually customizable advertising material, as well as optimize the creation and administration processes for such materials, DekaBank decided to establish a web-based marketing and media management platform. The only real option in the opinion of the provider of financial services was the Marketing Resource Management (MRM) system BrandMaker. Today, it is not just 400 DekaBank employees that regularly use BrandMaker – more than 5,000 staff from the Sparkasse banks as well as external service



providers also access parts of the platform.

"At DekaBank, we didn't previously have a uniform repository in use across the whole group for the

storage of pre-press documents, media elements and graphics, and we didn't have any system of versioning or change management" comments Olaf Nolting, Head of Electronic Marketing Services at DekaBank.

"At the same time, the manual effort required for the customization of advertising materials was also very high, and we therefore usually had to assign such tasks to external agencies." As the value adding chain for the creation of material, right through from the planning to the distribution to the banks, was almost entirely manual, there was great potential for improving efficiency. "Our goal was to create a web-based marketing and media management platform, on the basis of which we could centrally plan, create, distribute and manage advertising material and other such resources," states Nolting, "by partly automating the marketing processes, we wanted to

### User profile: DekaBank

- Core asset manager for the Sparkassen Finanzgruppe
- 640 mutual and 550 specialized funds
- 3,900 employees
- 450 branches
- Fund assets of more than 160 billion Euros
- 20% market share in the mutual funds business

### BrandMaker modules in use:

- ✓ BrandMaker Media Pool
- ✓ BrandMaker Web-to-Print
- ✓ BrandMaker Marketing Shop

thus increase efficiency and optimize the value adding chain."

### **The modularity of BrandMaker proves decisive**

It was decided to implement the web-based MRM system BrandMaker from the Karlsruhe-based company BrandMaker GmbH. "Just the basic functionality met most of our requirements," states Nolting with regard to the choice of system, and adds, "The overall modular concept really impressed us – both for the project implementation as well as for the operative use of the system." The fact that BrandMaker is compatible with the QuarkXPress Server and InDesign Server and can also be operated as an ASP solution were further reasons for the final choice. Due to the considerable technical complexity and the procedural dependencies involved, DekaBank decided to pursue a modular approach to the system implementation. First, a media database was implemented using the BrandMaker Media Pool in order to provide the basis for the media management platform. This was followed by integration of the Web-to-Print module for the individualization of print media. This paved the way for the addition in early 2009 of the BrandMaker Marketing Shop, which serves to support and automate the ordering process for advertising material.

### **Media Pool ensures quality**

The Media Pool now acts as a central database for all media objects and print templates at DekaBank. The media database generates a preview for the files and converts them to the required format. At the same time, the Media Pool Connector enables local editing of media objects without an interface, as well as the subsequent updating of files in the database. "The Media Pool is our central port of call for all media objects and really reduces search times," comments Nolting, who adds, "Internal staff and external agencies have rights-based access at the file level –

and the tool is fully accepted by users. The quality of the materials we now use is 100% assured both in terms of up-to-dateness and data consistency."

DekaBank uses the BrandMaker Web-to-Print module for individualizing print media. It is configured on QuarkXPress Server and Adobe InDesign-Server. It requires only a few clicks for DekaBank to customize the print templates stored in the Media Pool and output the resulting material as a printable PDF.

### **Straightforward customization of materials**

As a further component of the Media Management Platform, the online advertising materials shop went live in early 2009, which integrates the resources and materials from the Media Pool. Marketing staff at the Sparkasse branches can access the Shop via the internet to order advertising material and, in some cases, customize it without the expenditure of additional design and layout effort. This applies, for example, to advertising material such as magazine and newspaper advertisements, flyers and posters. "The marketing opportunities are thus of course much greater," states Olaf Nolting from DekaBank. There are only a few special formats that the banks cannot customize themselves and which they must request from DekaBank via the system. "BrandMaker helps us to realize considerable improvements in efficiency and cost savings when compiling customized materials," adds Nolting, who continues, "In particular, we have reduced the agency costs for the handling and customization of the existing materials." The Sparkasse banks make frequent use of the possibility to order the sometimes partially customized materials: already more than 5,000 employees have submitted orders – training was not required due to the system's intuitive user interface. The preparation and provision of the advertising material is carried out completely automatically as the Shop is connected by an interface to the ERP systems of the relevant logistics service providers, thus allowing automatic transfer of orders.

### Significant increase in efficiency

DekaBank is continuing to gradually expand its Marketing and Media Management Platform. For example, it is planned to introduce and integrate the BrandMaker Event Manager module during 2010. This event management tool can be used at DekaBank to provide support for the planning, coordination and implementation of exhibitions and other events. But DekaBank is certainly already very happy with its platform: "We now really have a perfect overall package for marketing and advertising communications," summaries Olaf Nolting, Head of Electronic Marketing Services at DekaBank. "It is of course difficult to express in terms of hours and Euros how much time and money BrandMaker really saves us, but the benefits are plain to see: for example, we have achieved great improvements in efficiency and quality with regard to cataloging and categorizing as a result of the elimination of redundancies in the centralized data storage. At the same time, the time saved by making uniform use of this tool across the whole group has led to significant increases in staff productivity. And, not least, we can efficiently supply the Sparkasse branches with quality assured and customizable advertising materials and resources."

### About BrandMaker

BrandMaker is the leading provider of Marketing Resource Management (MRM) systems in Europe. Established in 1999 as pi-consult GmbH, the company has operated as BrandMaker GmbH since 2009; it focuses exclusively on the development and marketing of demanding software solutions for the marketing communication of medium-sized and large organizations. BrandMaker is headquartered in Karlsruhe and employs approximately 185 people. The software by the same name is an extensive, modular MRM solution that optimizes the entire marketing

process chain, makes operative marketing easier, and significantly increase productivity in marketing. There are BrandMaker modules for the realization of brand portals, software-supported marketing planning, media asset management, the automated creation of online and print media, as well as centrally-controlled local area marketing.

Well-known companies that use BrandMaker solutions in their communications and marketing departments BASF, Bayer AG, Commerzbank, DekaBank, Ernst & Young, EnBW, GLS, SaraLee, Schenker Deutschland, UBS, and ZF Services. BrandMaker, Inc., the subsidiary headquartered in Atlanta, Georgia (USA) is responsible for the American market.

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