

 e-Spirit

Case Study BayernLB

Internet | Intranet | Extranet

 BayernLB

Centralized content platform for company's entire Web presence: Corporate website, intranet, extranet and research portal

Migration of a large amount of the company's corporate content

Reduction of IT operating costs by 30 percent

Simple creation and maintenance of more than 6,400 pages of content

Reduced demand for IT support for more than 200 widely dispersed editors



“By opting for FirstSpirit, we were able to not only bring together our content landscape, which has grown over the last decade, but also create a strong basis for meeting future requirements.”

Andreas Pechtold, IT Portals Team, CRM - BayernLB

Wanted:

A future-proof and centralized content management system (CMS) to replace the heterogeneous system landscape that has grown over the last decade. It needed to be easy to maintain and present BayernLB consistently across all the company’s digital communication channels.

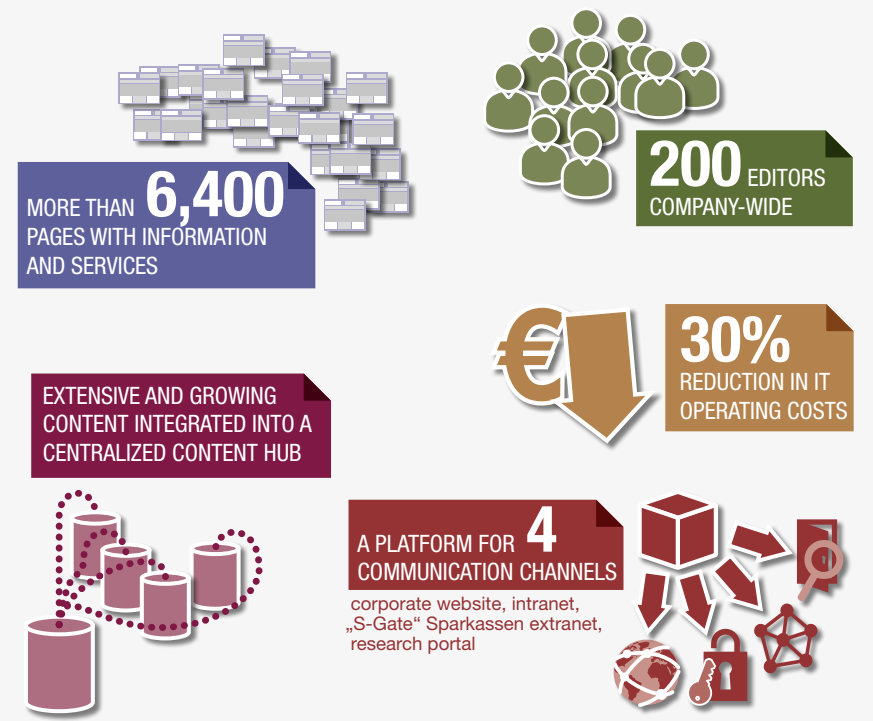
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With FirstSpirit, BayernLB has selected a CMS that bundles the content produced company-wide onto a centralized content hub, accessible throughout the company. Whether website visitor or content editor, users therefore benefit equally from the highest level of usability across all communication channels. As an open and easy-to-integrate CMS, FirstSpirit also helps BayernLB in their drive to keep their IT systems up to date.

BayernLB benefits:

- A centralized CMS for corporate websites, intranet, extranet and research portal
- More than 6,400 pages with comprehensive information and services for customers, partners and employees from the banking group
- Reduction in operating costs by 30 percent
- Migration of distributed corporate content to a centralized CMS
- Simple and rapid content creation and updating
- Access for 200 widely dispersed editors
- Standardized templates and efficient workflows considerably reduce IT department workloads
- Future-proof foundation through long-term roadmap

INTERNET + INTRANET + EXTRANET + RESEARCH PORTAL =
CONTENT INTEGRATION PLATFORM



6,400 MORE THAN PAGES WITH INFORMATION AND SERVICES

200 EDITORS COMPANY-WIDE

30% REDUCTION IN IT OPERATING COSTS

EXTENSIVE AND GROWING CONTENT INTEGRATED INTO A CENTRALIZED CONTENT HUB

4 A PLATFORM FOR COMMUNICATION CHANNELS
corporate website, intranet, „S-Gate“ Sparkassen extranet, research portal

About e-Spirit

e-Spirit is the manufacturer of the FirstSpirit™ content management system which seamlessly integrates all IT solutions and Web Apps needed for a successful online strategy. FirstSpirit meets the highest demands when it comes to usability, performance, and return on investment.

us-info@e-Spirit.com | www.e-Spirit.com