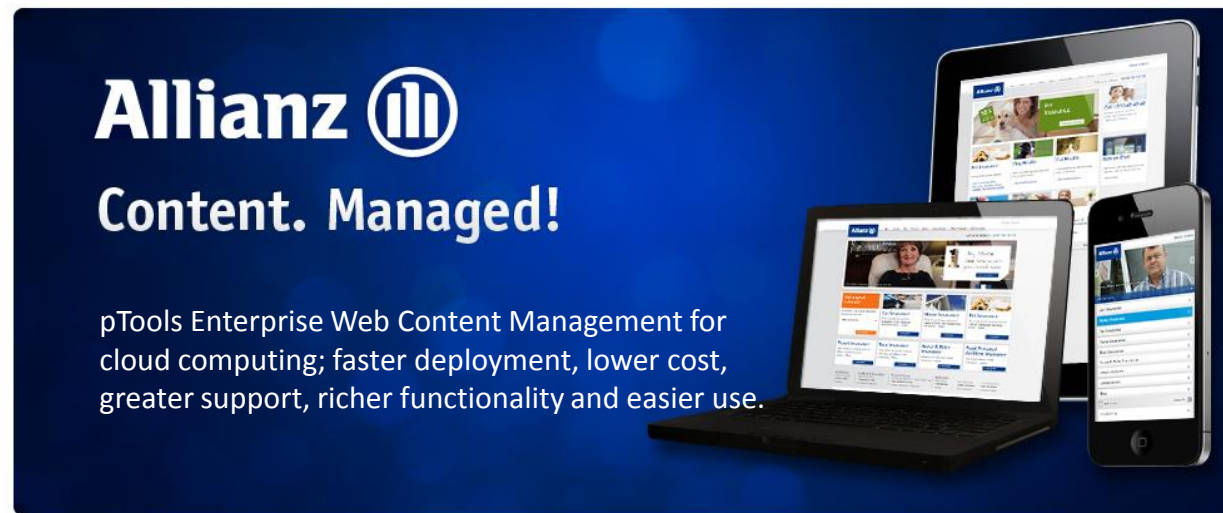



# Allianz Ireland Case Study : A Multi-Channel / Global Brand CMS Solution



**Allianz** 

**Content. Managed!**

pTools Enterprise Web Content Management for cloud computing; faster deployment, lower cost, greater support, richer functionality and easier use.

*'..a crucial part of how customers interact with us..'*

**Brian Kelly**

*Sales & E-Commerce Manager, Allianz*

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6. Security: Banking/Military Standards
7. Social Media

*‘..mobile content management is here at last!..’*

**Tom Skinner**

*Founder & MD, pTools*

# Allianz Ireland Case Study: A Multi-Channel / Global Brand CMS Solution

## 1. Project Introduction

- One year tender process with extended due diligence
- Competition from internal Allianz services and external tier-one vendors
- Significant IT security overhead
- Proof of concept for Allianz quotation engine integration
- Enterprise license deal for web, intranet and extranet solutions
- Multiple site/domains consolidation including Allianz.ie and Allianzdirect.ie
- Range of partner services for SEO/SEM and persona design

*‘.we met the challenge of Allianz brand guidelines ..’*

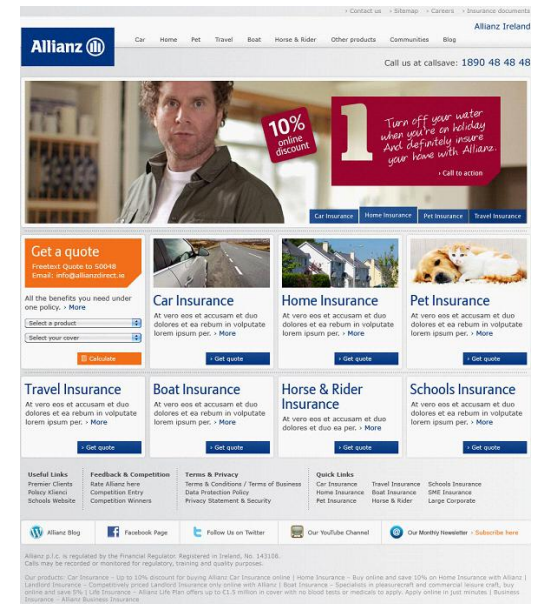
**Keith Wood**

*CEO, pTools*

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## 2. Working with Global Brand Guidelines

- Strict brand usage and extensive brand asset guides
- Pre-defined world-wide master templates
- Regular design review by Allianz HQ Munich
- Consistency and template re-use
- Localisation of message and visual tone



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## 3. Design: Multiple Channels / Multiple Insurance Products

- Alignment of customer channels with insurance product channels
- Content channelling across categories
- Simple url management for marketing
- Customized internal site analytics built directly into pTools CMS



### Community & Education

At vero eos et accusam et duo dolores et ea rebum per. > Allianz Balloon Race



### Road Safety

At vero eos et accusam et duo dolores et ea rebum in voluptate lorem ipsum per. > Allianz Formula 1



### Arts

At vero eos et accusam et per. > Allianz Monica Loughman > Allianz Business to Arts > Allianz Arts and Business



### Car Insurance

At vero eos et accusam et duo dolores et ea rebum in voluptate lorem ipsum per. > More

> Get quote



### Home Insurance

At vero eos et accusam et duo dolores et ea rebum in voluptate lorem ipsum per. > More

> Get quote



### Pet Insurance

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> Get quote

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# Allianz Ireland Case Study: A Multi-Channel / Global Brand CMS Solution

## 4. Delivery: Multiple Platforms / Web, Mobile, Intranet

- Single source content for web and mobile delivery
- Automated device detection and template selection
- Decoupled intranet copy for staff
- Quotation engine integration with all platforms



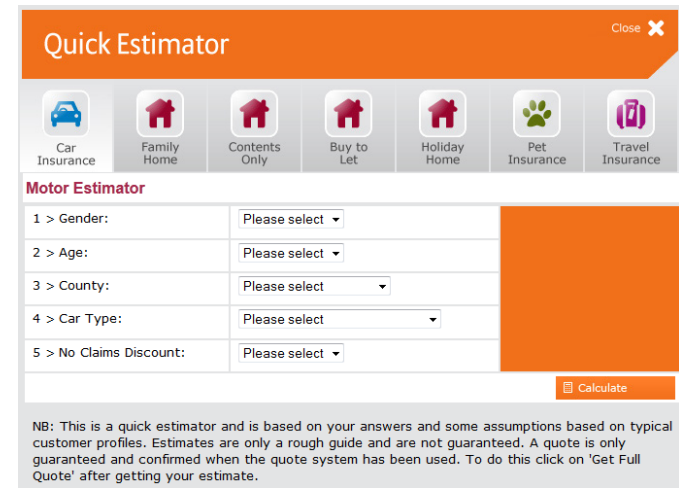
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## 5. Integration: Quotation Engine

- Core Allianz Quotation Engine – LANSA
- Real-time quotation on all platforms
- Quick estimates and fully binding quotes
- Real time customer data validation



The screenshot shows a web interface titled "Quick Estimator" with a "Close" button in the top right. Below the title is a navigation bar with icons for various insurance services: Car Insurance, Family Home, Contents Only, Buy to Let, Holiday Home, Pet Insurance, and Travel Insurance. The main section is titled "Motor Estimator" and contains a form with five fields, each with a "Please select" dropdown menu:

- 1 > Gender: Please select
- 2 > Age: Please select
- 3 > County: Please select
- 4 > Car Type: Please select
- 5 > No Claims Discount: Please select

A "Calculate" button is located at the bottom right of the form. Below the form, there is a disclaimer: "NB: This is a quick estimator and is based on your answers and some assumptions based on typical customer profiles. Estimates are only a rough guide and are not guaranteed. A quote is only guaranteed and confirmed when the quote system has been used. To do this click on 'Get Full Quote' after getting your estimate."

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# Allianz Ireland Case Study: A Multi-Channel / Global Brand CMS Solution

## 6. Security: Banking/Military Standard

- Allianz application security standards
- Dynamic and de-coupled delivery
- Independent security audit
- Continuous monitoring and maintenance
- Multiple technologies - Apache/Linux and IIS/Windows

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## 7. Social Media & Apps

- CMS controlled social media output
- Full CMS audit trail on publishing
- Link to Allianz Weather Safe App
- CMS integrated usage metrics
- Feedback forms integrated with CRM



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Follow Us on Twitter



Watch Us on Youtube

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CEO, pTools

# Allianz Ireland Case Study: A Multi-Channel / Global Brand CMS Solution

## Summary

- Stringent brand and digital asset guidelines
- Alignment of customer and insurance channels
- Single source content for web and mobile
- Real-time quotation on all platforms
- Allianz application security standards

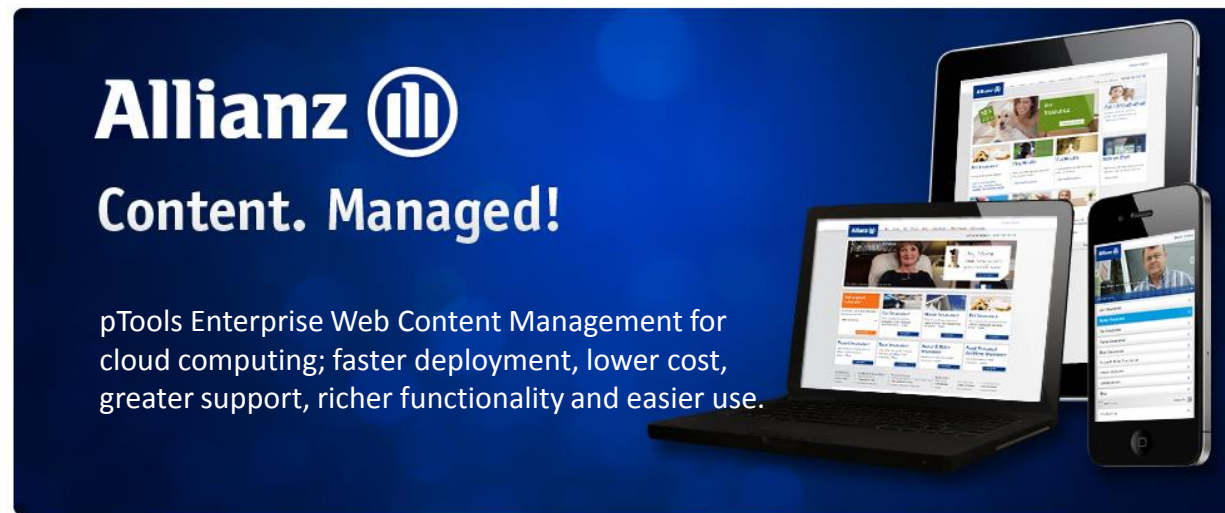



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**Thank you.**

*For further information visit our website, [www.ptools.com](http://www.ptools.com) or contact us directly at  
Ireland Tel: (+353) 1 678 9311 or Canada Tel: (+1) 416 254 4129.*

*Email: [info@ptools.com](mailto:info@ptools.com)*