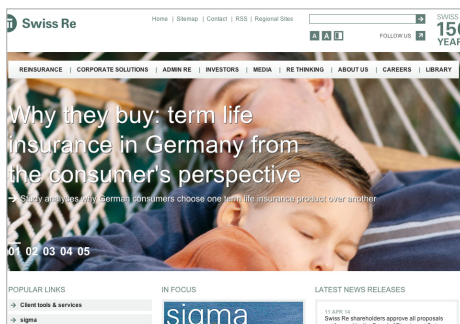# Clickability
by upland

Case Study: Swiss Re

"**This was the best experience with a Professional Services team of my career. The team is extremely responsive and knows their business very well—they don't just say what you want to hear, but really do it and live it.**"

Wolfgang Jastrowski , Head of IT, Legal, Communications and Group Strategy at Swiss Re

Company HQ: Zurich, Switzerland

Industry: Financial Services, Insurance

Clickability Product: Clickability® Web Content Management (WCM) Platform

Goals:

- Operate website as a corporate marketing tool
- Improve web content management system reliability
- Reduce the time required to publish web content
- Free IT resources to focus on strategic projects
- Adopt a flexible solution to meet evolving needs

Advantages of the Clickability WCM Solution:

- Knowledgeable, high quality Professional Services team
- Partnership approach

About Swiss Re

Founded in 1863 in Zurich, Switzerland, Swiss Re is one of the world's largest and most diversified reinsurers. The company offers a reinsurance portfolio for Property & Casualty and Life & Health as well as insurance-based corporate finance solutions and services for comprehensive risk management. The company operates in more than 20 countries.

Challenge

One of the world's largest reinsurers, Swiss Re, uses its website to support its brand and position itself as a thought-leader in its market. As a marketing tool the website needs to be attractive, informative and engaging to customers and other website users, but it must also help the company to meet critical regulatory requirements. Four times a year the company is required to post financials to its website per Swiss government regulations—and these quarterly reports must be posted by 7:30am at the latest on the due date without fail. Ensuring that reports were published on time was of paramount importance.

The company's previous website was built using a solution from a multinational computer, technology and IT consulting corporation and was hosted internally. As a very simple site of static HTML pages, page loading was very fast and the site had nearly 100% uptime. However, the content management system itself was extremely unreliable, difficult to use and did not provide the flexibility the company wanted. In addition, Swiss Re was disappointed with the vendor's Professional Services team, feeling that the team didn't have adequate experience with the product, and ultimately delivered something that was technically inferior and difficult to use.

Though Swiss Re originally wanted a template-based site, the performance of the CMS implementation was so slow when using templates that this approach was abandoned, resulting in more manual work for the team. The content management application was also unreliable, causing frequent browser

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crashes that resulted in lost work—a considerable problem during time-sensitive quarterly financial reporting periods. With users distrustful of the system because of the ongoing reliability issues, the existing CMS had to be replaced.

"The solution was complex to upgrade and not as user friendly and reliable as we wanted it to be," says Wolfgang Jastrowski, Head of IT, Legal, Communications and Group Strategy at Swiss Re.

The company set out to find a Web Content Management solution with solid performance and robust functionality, as well as an intuitive, easy-to-use interface. They wanted to take ownership of the publishing process and improve the speed and accuracy of content updates, while simultaneously updating the look and feel to reflect a new brand identity. The company wanted a website that would help it differentiate itself in the market.

Solution

While researching options, Swiss Re quickly concluded that a SaaS solution would best suit their needs, allowing the company to go live quickly and provide the partnership and support the company needed to implement and maintain the solution. Swiss Re ultimately chose Clickability because of the high caliber of the Clickability team, its SaaS delivery model, advanced feature set, SLAs of 99.9% uptime, agile feature development and robust template-based content management application.

"Clickability met all of our technical and service requirements," says Jastrowski. "And with the expertise the Professional Services team brought to the table to guide us through the implementation, we achieved real, tangible results very quickly—and a site that meets our needs."

The intuitive user interface allows the 25-30 content publishers at Swiss Re to publish content easily, and the product stability gives them confidence, knowing they won't lose their work. The system also allows Swiss Re to reduce the number of IT personnel needed to maintain the website, enabling them to focus on more strategic IT projects, rather than wrestling with a cumbersome web infrastructure. Clickability largely met Swiss Re's requirements out of the box, and any configuration that the company needed to meet specific needs was accomplished easily.
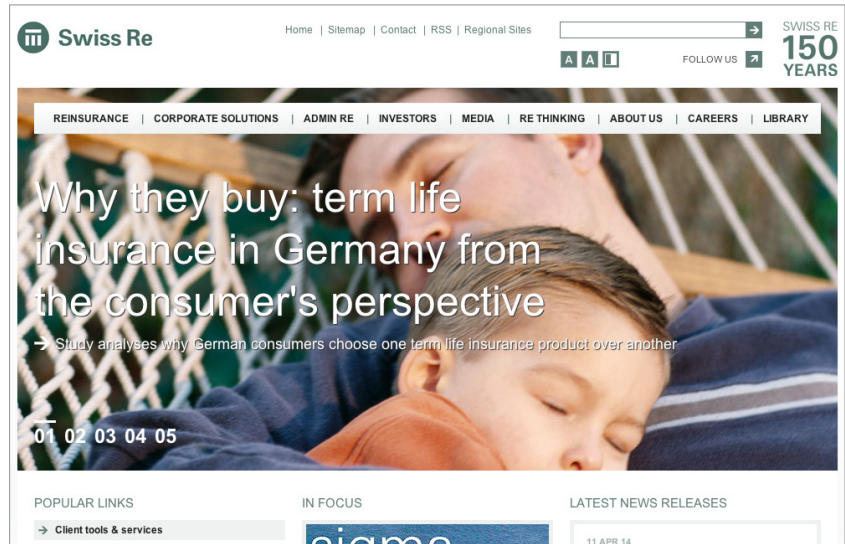
Swiss Re now prepares and schedules their quarterly financial statements for publication with confidence, knowing they will be published reliably, at the moment they need to go live. "Because Clickability allows us to publish content when we need to, whether immediately or according to a pre-set schedule," notes Jastrowski, "we now easily publish our financials on time and without the technical hurdles."

Benefits

The fact that Clickability is a true SaaS platform benefited Swiss Re from the beginning. During the decision-making process, Jastrowski and his teammates could observe Clickability at work serving hundreds of websites and hundreds of millions of pages in a live production environment, allowing them to see firsthand the stability of the system. They were also able to evaluate the WCM application and determine whether the product features met their needs. And now that the platform is deployed for their use, Swiss Re benefits from automatic upgrades and product feature updates, with no maintenance effort on their part. "Clickability is not just a hosted application," explains Jastrowski. "Because Clickability develops the product, as well as hosting and maintaining it, you get a very high quality product that is constantly evolving and improving."

Swiss Re also appreciated the opportunities for input that Clickability's agile development process provides in conjunction with the SaaS model. With seamless software upgrades on a monthly basis, Clickability was able to respond quickly to

About Clickability

Clickability, a product line within Upland Software, is a leading software-as-a-service (SaaS) Web Content Management platform (WCM). We enable marketers and online publishers to efficiently create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Our easy-to-use platform offers comprehensive, constantly advancing capabilities that empower customers to successfully execute their digital strategies with agility. As a result, they can rapidly create and deliver dynamic digital content experiences that boost their brand, increase engagement, and drive conversions.

More information is available by calling **+1.888.352.9682** or visiting

www.clickability.com

the needs of the company. "Clickability was very open to discussing ideas we had about the product," says Jastrowski. "This is one of the advantages of using a SaaS solution—the ability to directly affect the course of product development in ways that benefit everyone."

From the start, Clickability established a true partnership with Swiss Re, providing the company with the best practices and guidance they needed to implement the project quickly and continuing post-deployment with a seamless transition from Clickability Professional Services to Swiss Re's technical team. This partnership approach instilled a great deal of trust on the part of Swiss Re.

"This was the best experience with a Professional Services team of my career," says Jastrowski. "The team is extremely responsive and knows their business very well—they don't just say what you want to hear, but really do it and live it."

Results

The Clickability project was so successful that Swiss Re made plans to expand the implementation in the future, adding new social media features, such as user comments, and more.

"Thanks to Clickability, we now have the stable, reliable website we were looking for, and a feature set that will take us into the future," says Jastrowski. "Authors are confident in the system and we have a safe environment to prepare and publish content—we couldn't be happier with our decision to go with Clickability."