

INCREASED CONTROL OF YOUR ONLINE BRAND AT LOWER COSTS

Mediasurface Finance Solutions

“The Intranet is the backbone of our communications – the flexibility of the Mediasurface solution has enabled us to give content ownership to all business areas so they can make changes and updates in real-time.”



Polly Ashdown, Intranet Manager at Prudential

Financial Services

Information security and accuracy are at the heart of Financial Services. In an environment which is increasingly subject to scrutiny from consumers, watchdogs and industry regulators, being able to provide and prove efficient information management is crucial.

Working with Financial Services organizations since its inception, Mediasurface has a wealth of experience serving Web Content Management (WCM) systems to meet the information control challenges facing this industry.

The heart of Finance

“Mediasurface has won a new contract with Citigroup for an intranet solution for their Corporate and Investment Banking group across EMEA. The deal includes Mediasurface Content Management software, support and the innovative Morello product.”

Mediasurface's flagship product Morello delivers significant business advantage within banking and insurance organizations. Whether for corporate intranets, knowledge bases or public – facing websites, Morello reduces the costs and risks involved in running these resources, whilst guaranteeing they truly deliver real business benefits.

Morello was developed with the business user in mind. Its intuitive contribution interface enables users to directly manage the content and brand of your online products without compromising the security and stability of the solution. At its core, Morello Server offers robust, scalable technology built on top of enterprise-class databases, with bank vault quality storage and information management.

Companies such as Prudential, Britannia Building Society, AEGON Group, New Star Asset Management, Hitachi Capital, Prudential, Triodos Bank and Citigroup use Mediasurface software to empower their users to create and manage online information in a controlled, risk evaluated environment.

Regulate

Remove the extra workload and expense of ensuring your online presence meets compliance requirements by placing that channel within a business process. Morello provides a framework for visibility within your organization acting two-fold to improve the tracking and accountability for document versioning.

Using regulated workflow sign-off, automated notification alerts for content reviews and reporting capabilities for auditing, Morello works with your business to deliver regulatory compliance.

Communicate

Empowering staff and users to deliver information directly on to websites, intranets and extranets means they can create sophisticated web sites whilst maintaining the image and accuracy of online information.

Ensuring the security of your brand is essential for any business which operates online, whether that is internally via an Intranet or external web site. You need to ensure the consistent presentation standards across all your online communications channels to enforce the messaging of your brand. Make the publishing of micro sites or new sections easy with Morello by offering users a variety of templates on which to build the latest additions.

Brand enforcement is essential, but how can you ensure that your intranet, website, extranet or cross product brands remain inline with your centrally controlled corporate branding?

Morello stores content centrally so it can be repurposed and published anywhere and everywhere across your site without the need for duplication or copying.

Up-to-date

Reduce the 'time to serve' with Morello. Because Morello includes comprehensive Information Lifecycle Management you can ensure that your business users are in control of their own workflow, reducing the demand on IT and removing the traditional content bottleneck.

Putting the power of daily maintenance in the hands of marketing, HR or content authors means your IT department can concentrate on what they do best, IT, whilst your customers benefit from accessing information which is truly up-to-date.

Innovate

Choose a Web Content Management solution which will develop with your business. By choosing Morello you can roll out new internet channels without increasing your overall costs to maintain those sites. Using the power of Morello, you can publish information across channels simply by using a different template. And you can launch new sites in just a few minutes with Morello's unparalleled Instant Site™ feature.

Morello enables you to take advantage of new digital communications such as voice over IP, Sky TV and delivery to mobile phones, meaning you can expand your offering without expanding your cost base.

Integrate

"Implementing a single system throughout Prudential UK has meant that everyone has access to the same information, enabling us to provide consistent messages to our customers and a better level of service."

 **Polly Ashdown, Intranet Manager at Prudential**

Morello enables organizations to maximize the re-use of content assets across their complex application landscape.

Mediasurface understands that your business comprises many different elements within its technology strategy and portfolio. To help you work more efficiently, Mediasurface solutions integrate with other systems, interfaces and API's to ensure that content can be extracted from and imported into your new WCM system. Morello supports all relevant technical standards, including XML, JMS, JDBC, JMX, VBA, .NET, WSDL and SOAP.

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