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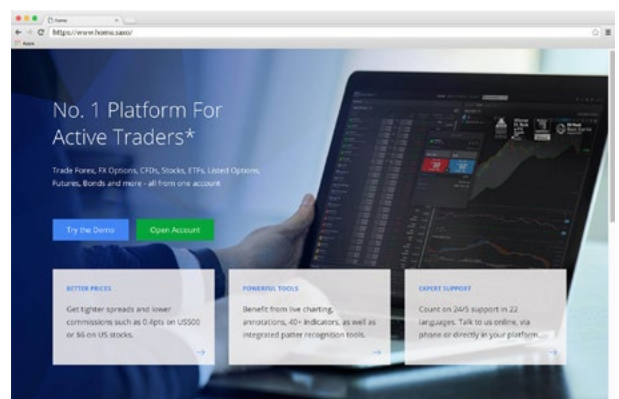
SAXO BANK

Challenges

- Significantly improve customer experience
- Deliver more quality leads, in a more efficient manner
- Meet strict compliance rules in various countries and regions

Solution

- Sitecore Experience Platform
- Supplemental Analytics Software

Results

- One integrated platform for all Saxo Bank websites
- Easy development, deployment and management of (new) sites
- Faster time to market and quicker roll-out of sites and services
- More room for local offices to create and distribute targeted content
- Strong foundation for a more flexible, cloud-focused strategy

Saxo Bank consolidates 40+ websites into a single digital platform, making management across markets easier and more efficient, while improving the customer experience

Founding date: 1992 • **# of employees:** ± 1,500 • **Revenue or market share:** 2,126.7 million DKK (2015) • **Headquarters address:** Philip Heymans Allé 15, 2900 Hellerup, Denmark • **Website:** www.home.saxo

In the last decade, the digital channel has become a major means for financial services providers to engage with customers. This also applies to Danish investment bank Saxo Bank that has offices in the major financial centres around the world. In order to significantly improve the client experience, and thereby delivering more quality leads in a more efficient manner, Saxo Bank – together with Sitecore and an implementation partner – created a new online platform, which aims to offer a clear digital user journey.

"When we started with this complex project, we first looked at our existing web platform which was based on SharePoint technology with a lot of customizations", says Anna Brun-Falkencrone, Associate Director and Senior Digital Strategist at Saxo Bank. "We concluded that SharePoint had various drawbacks, including the lack of a clear software roadmap. It also did not address our requirements in terms of flexibility, analytics, personalization and user interface design. We did not want to continue customizing a solution that would only end up increasing complexity and reducing flexibility. We examined a number of alternative solutions and technologies and eventually selected Sitecore. Sitecore showed us a clear path forward for how Saxo Bank can grow on one single platform and expand the solution to fit our ambitions and business goals now and in the future. It turned out Saxo Bank and Sitecore have the same vision when it comes to digitization and engagement, which means that Sitecore is a good fit for us."

The team at Saxo Bank and their implementation partner created one single structure for 26 countries, based on the new branded Top Level

www.home.saxo

Domain capability. This enabled Saxo Bank to initially launch www.home. saxo. According to Brun-Falkencrone, this approach gives the company more control over all sites launched under its domain name, enhances security and increases flexibility for making changes very quickly. It also enhances the user experience that visitors have when engaging with Saxo Bank's digital presence..

So far, the new Sitecore-based platform has brought a large number of advantages to Saxo Bank. Brun-Falkencrone: "For starters, we now have one central website structure that is the master for all local market sites. Minor local variations can still be implemented, but this does not hinder the speed of global updates and campagins, which are able to be done in a fraction of the time they used to take. The local marketing departments own the content on their sites, and are able to create campaign pages from templates

"We have moved from over 40 site structures to 1 without losing the flexibility and agility needed to service 26 markets and grow our platform over time. That is a major accomplishment."

Anna Granholm-Brun,
Associate Director and Senior Digital Strategist at Saxo Bank.

that are supplied by the headquarters, but they do not have to spend hours maintaining and updating their main sites like they used to. Instead their time is used on valuable, local activation beyond Saxo's core proposition. Since we finished switching to Sitecore, we now have a solid foundation for migrating over the rest of Saxo's digital presence. We are constantly evolving our client experience, and can now quickly impelement enhancements globally. Sitecore's many features and engagement tracking tools will also help our entire marketing and sales organization to develop their knowledge for what works and does not work on the sites. We a number of different tools and Sitecore features for tracking and learning about engagement on our sites. There are many ways that using multiple tools like this can create a solid foundation for gathering actionable insights and information.

As far as the future is concerned, Brun-Falkencrone is eager to use more and more of the Sitecore platform, including its dynamic content capabilities. She emphasizes the importance of anchoring large implementation projects like this within the organization. "That is one of the reasons we paid so much attention to stakeholder management while launching the new platform. Every stakeholder received weekly updates on our progress, and an in-depth training. They now know what to do with the platform within their area of responsibility. With everyone on board, they are then more invested in it's long term success.

Additionally, Saxo Bank has laid a strong foundation for a cloud strategy, which enables a more flexible infrastructure with a significantly faster time to market. With the solution, Saxo Bank are able to scale the infrastructure according to the specific needs in the different markets. This gives great financial benefits and also positions them well for future growth and entering new markets.