

BNP Paribas leverages Quark software to transform its approach to marketing communication across 2,250 branch offices.

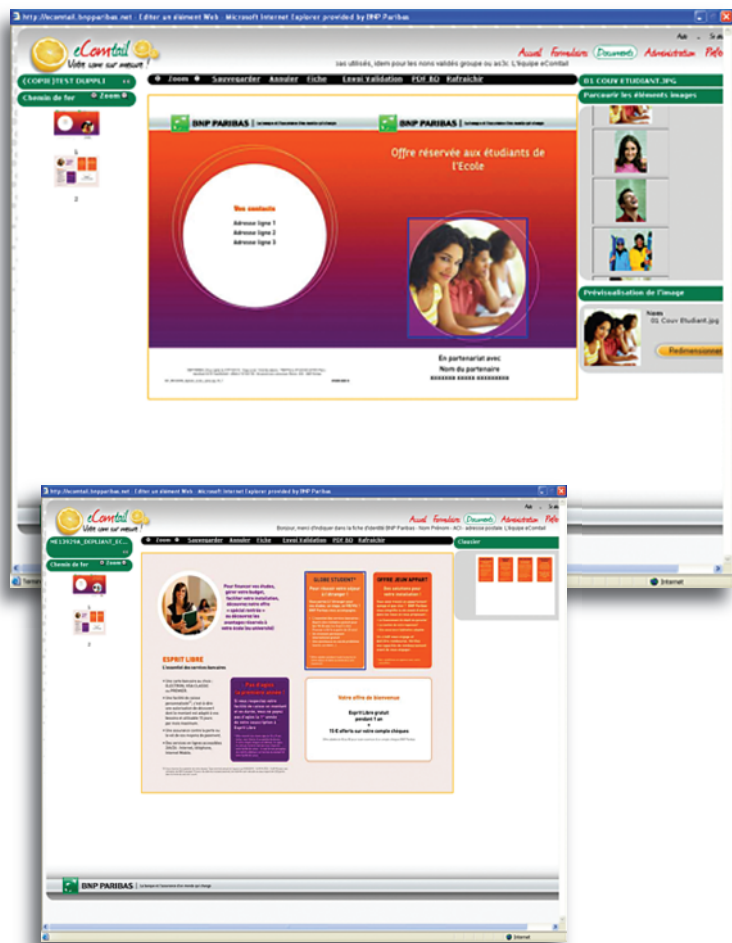
An intuitive interface, rapid deployment, brand control and enhanced creativity lead to greater marketing agility: BNP Paribas selects dynamic publishing from Quark.

The average consumer is subjected to five times more commercial messages today than they were ten years ago and for the digitally-connected consumer that number is more like 25 times. That means email, SMS, QR codes and social media in addition to the more traditional print media. Getting content out through this many channels in a timely manner is a real challenge. However, personalising information to make it both timely and relevant for each consumer is a strategy that is increasingly used to cut through the noise and increase responsiveness.

The banking sector is not immune to these communication challenges and that is why BNP Paribas chose to use a dynamic publishing solution from Quark to create an online commercial document customisation solution for its marketing network in France.

An in-house tool reaching its limits

The strategy of customising marketing communications is not a new one for BNP Paribas. "We had already implemented our own tool, developed in-house and called Ipulco," recalls Frédéric Murin, project manager in charge of the new application within AS3C, the organisation managing marketing communications for BNP Paribas BDDF (French Retail Banking Division). "This tool, while innovative at the time of its launch, has been



SUCCESS STORY

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increasingly showing its limitations: slow processing, insufficient usability and the inability for users to view the document before printing. All of these limitations have caused a fall in the usage of the tool by our marketing network and resulted in new material being created by local teams without the tool at all."

"We needed a more user-friendly solution, easy to integrate and with greater capacity for customisation. Furthermore, it was essential to ensure the integrity of our brand's visual identity and meet the strict security and compliance steps required in our industry sector. Finally, we were faced with the marketing challenge to expand our markets by offering targeted marketing communications which could be adapted and deployed rapidly."

The choice of Quark

Before validating their choice, BNP Paribas "looked at the market, both internally as well as at other companies providing equivalent solutions. We chose to develop an application with Quark's dynamic publishing technology for several reasons. Firstly we researched extensively to be confident in the capabilities and strength of Quark's editorial workflow management engine. Even on this point alone, Quark was ahead of its competitors, such as Adobe. Other factors also played their part: our desire not to go to an agency with their own proprietary system and the fact that we were unable to develop a new tool in-house within an acceptable timeframe to improve the Ipulco solution in use."

BNP Paribas therefore contacted Quark to define the requirements. "Elisabeth Plantard, Marketing Communications Manager (AS3C), Fabrice Gambier, Technical Manager and Frédéric Murtin had a very clear idea of what BNP Paribas wanted to implement," explains Gildas Duval, EMEA Sales Director at Quark. "In addition, this application needed to be in production in a relatively short time." Frédéric Murtin adds: "It was also this ability to offer a sound solution within a tight schedule — unlike the other providers — which led to our choice."

eComtail: intuitive customisation

Called eComtail¹, the BNP Paribas application aims to be very easy to use, fluid and intuitive "with a playful dimension which we were very keen to have," states Frédéric Murtin.

To better understand the application's production process, we must first describe the organisation of the BNP Paribas distribution network. This consists of 8 regional divisions managing the activities of 90 groups, each of which is responsible for several branches - 2,500 in France. An entity, AS3C, is responsible for the approval of documents issued. In total, more than 300 users are likely to use eComtail daily.

In concrete terms, the person in charge of the youth segment of a group, for example, wishes to carry out a recruitment campaign in universities and wants to create a marketing document for a specific offer. They have a user ID and a password, which enables them to connect to the publications management system using a browser. A list of media (in the form of templates) is available

BNP Paribas
www.bnpparibas.net

BNP Paribas is a European leader in global banking and financial services and one of the six strongest banks in the world (Rated AA by Standard & Poor's i.e. 3rd rating on a scale of 22). Present across Europe through all its business lines, the Group has four domestic retail banking markets in France, Italy, Belgium and Luxembourg. It has one of the largest international networks with operations in 83 countries.

CHALLENGES

- Enable the 2,500 branches of the French network to create highly customised marketing materials
- Offer a high degree of modularity of the marketing materials via editable zones (text and images)
- Reduce media production schedules through optimised processes
- Guarantee the security of processes via planned approval steps
- Ensure the integrity of the brand and its visual identity while respecting the design guidelines
- Offer a communications tool to non-marketing professionals for fast and effective approval
- Provide a flexible solution for possible international deployment

QUARK SOLUTIONS

- QuarkXPress for the design of templates
- Quark Publishing System for the editorial management platform with the Quark Web Hub module for interfacing with different users and the secure approval of documents

RESULTS

- Automated production of customised marketing materials
- Minimised approval times and secure workflows
- Reduced creation times by non professional users
- Increased involvement of teams and standardisation around a common tool
- Possible deployment to other business departments, in other territories

¹: e for Electronic, Com for Communications, Tail for Tailored

according to what you want to do, the markets you wish to address (individuals, etc.), and a certain number of offers. The author chooses the medium of their choice and then edits the document to customise it. "Text and image boxes can be edited, with the ability to resize the images," specifies the BNP Paribas project manager. "There are also the so-called clause zones, which offer the ability to simply drag and drop specific approved text into a reserved space". Each modification is displayed in real time for increased reliability. Once the document has been saved, the user checks the document identity sheet, which contains various pieces of information: number of copies, choice of printer (internal or local), delivery address and date, etc. The document's status then changes to "Group validation" mode before sending an email to the people concerned. Marcel Huchet, Quark France project manager, adds: "The user can request the generation of a PDF file. This is available in low-res format with a 'Specimen' watermark to avoid any printing before the necessary approvals have been given."

Approval at the heart of the process

The publications management platform, based on Quark Publishing System and QuarkXPress, also manages the approval stages at the heart of the eComtail process. Frédéric Murtin states: "The email is sent to the Group's local manager for approval as well as to the Communications manager for information. This email contains the direct link giving access to the document. The manager then goes to a page where they are asked to sign in before directly accessing the document. There are then two possibilities. Either the document is accepted, in which case it is transferred to the AS3C entity; or it is rejected and is returned to its author, annotated for correction. Under no circumstances is the Group manager able to modify the document's content or layout. Only the AS3C project manager is able to amend the document, when they consider it necessary. Once the document is finally accepted, its status changes to 'AS3C validated' and it goes to the layout studio where its technical aspects are checked before it is sent to the printer."

"The workflow is so fluid that there are only a few hours between creation and approval, as opposed to several days in the previous solution."

Fast integration, enthusiastic feedback...

"We have had an extremely productive on-going dialogue with Quark teams both in Paris and in India for the specific developments requested, as well as with their partner, the systems integrator CSE. Thanks to the work carried out by Quark, CSE and BNP Paribas, just one afternoon was needed to teach users how to use the application." Frédéric Murtin is more specific: "to play with it." The fact that the whole process takes place using a Web browser, in a user-friendly interface that uses tabs and in a completely intuitive way without the need to learn a particular jargon or business processes played an enormous part in its adoption."

"Where previously most users would take several days to create a document, many are now able to finalise their own marcom media in just a few hours! In addition, the ease with which it can be used



This application should guarantee not only the integrity of our brand's visual identity, but also ensure maximum security of our workflows via defined approval steps.

— Frédéric Murtin, eComtail project manager
BNP Paribas

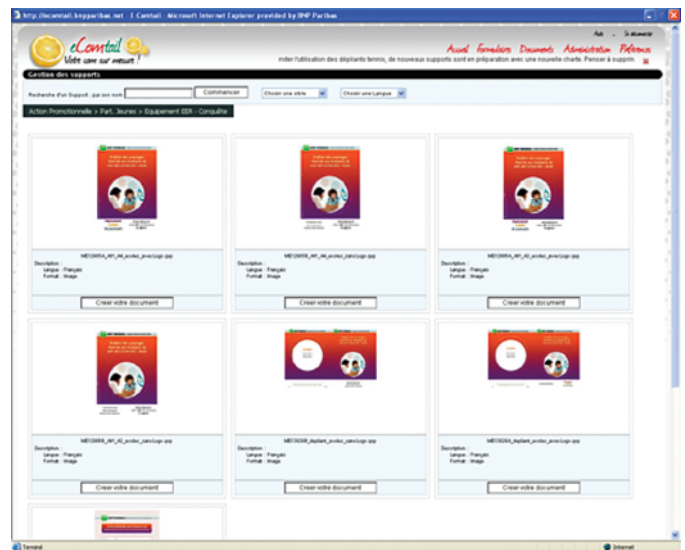
gives our sales personnel the ability to respond quickly to any new offers from our competitors and to correct an existing document very quickly to bring it up to date."

"Quark has enabled the implementation of an application offering our employees — who are not communications and marketing professionals — a truly universal communications tool, respecting the brand's identity and design guidelines while also being very responsive".

... and worldwide opportunities

2011 is the year when the solution is implemented and, already, its appeal is clear in other departments of the BNP Paribas structure. "Originally, eComtail was intended for the people in charge of the France Youth market," continues Frédéric Murtin. "Other departments, such as General Public or Business, are already starting to think about using it in their document management workflows because of its benefits: flexibility, security, ease of use, etc." Furthermore, BNP Paribas is examining the possibility of opening up eComtail to its network of branches in the French overseas departments and territories, around the Mediterranean basin and in other areas.

For Gildas Duval, "Delivering relevant, timely communications to customers is a significant challenge and especially when combined with the need to reduce costs while communicating across an increasingly diverse number of digital media channels. BNP Paribas's solution highlights how a growing number of organisations are meeting these challenges head-on by implementing solutions based on Quark's dynamic publishing technology. By combining smart content, flexible workflows and rich design with automated layout and delivery, dynamic publishing is transforming the way organisations communicate with their customers. The revolution in customer communications is continuing apace and dynamic publishing is no longer a 'nice to have' – it's essential."



About Quark

Two decades ago, Quark drove the first revolution in publishing with QuarkXPress®, desktop software that rapidly became the cornerstone of the professional designer's toolkit. Today, we're driving the next revolution in publishing by extending the benefits of new technologies across the publishing process. Our enterprise solutions — built on our desktop foundation — combine the power of flexible

layout and automated workflows for personalised communications across print, the Web, and digital media, helping you to communicate with your customers when and how they want.

Revolutionizing Publishing. **Again.**™

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