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 BNP Paribas to select dynamic publishing from Quark for greater marketing agility.

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. These messages come from across a variety of channels including the Web, SMS, QR codes, social media, and print. Distributing content through this many channels in a timely manner is a real challenge for publishers. Personalizing information to make it both timely and relevant for each consumer helps increase responsiveness but can add to the challenge.

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

An in-house tool reaching its limits

The strategy of customizing 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 Murtin, project manager in charge of the new application within AS3C, the organization managing marketing communications for BNP Paribas BDDF (French Retail Banking Division). "This tool, while innovative at the time of its launch, has been increasingly showing its limitations: slow processing, insufficient usability, and the inability for users to view the
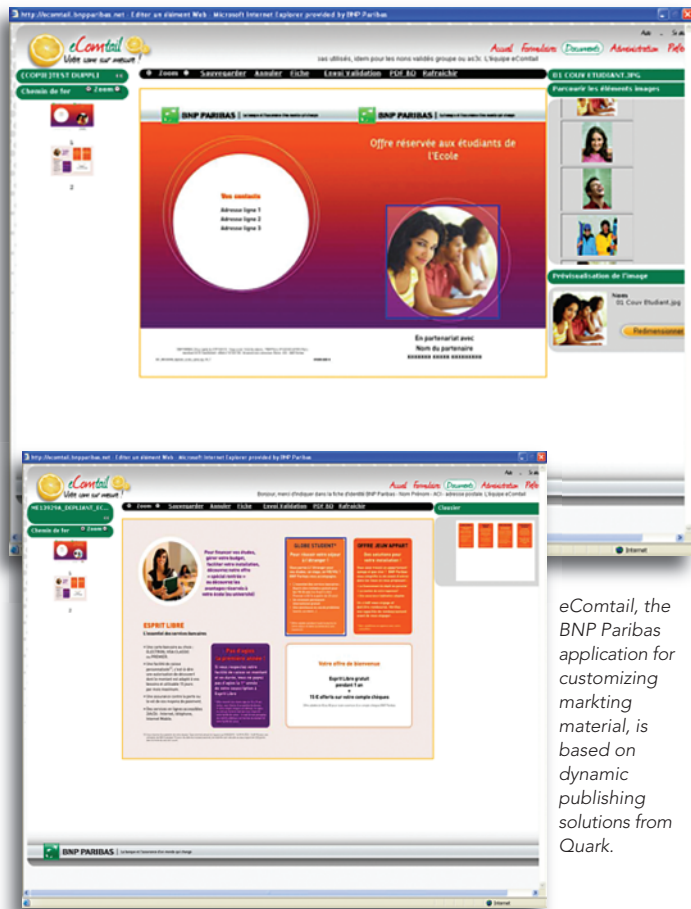
eComtail, the BNP Paribas application for customizing markting material, is based on dynamic publishing solutions from Quark.

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document before printing. All of these limitations have caused a decrease 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 customization. It was also 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 developing targeted marketing communications that can be adapted and deployed rapidly."

Choosing Quark

Before validating their choice, Murtin says, "We looked at the market, both internally as well as at other companies providing similar solutions. We chose to develop an application with Quark's dynamic publishing technology for several reasons. First, after extensive research we were 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, such as 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."

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 to their requirements, the application needed to be in production in a relatively short time." Murtin adds, "It was also the ability to offer a sound solution within a tight schedule — unlike the other providers — which led to our choice."

eComtail: intuitive customization

Called eComtail, 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," says Murtin.

BNP Paribas' distribution network consists of eight regional divisions managing the activities of 90 groups, each of which is responsible for several of the 2,500 branches in France. AS3C is responsible for the approval of documents issued. In total, more than 300 users are likely to use eComtail daily.

As an example of the use of eComtail, the team in charge of the youth segment group may wish 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 material (in the form of templates) is available according to the project, the target markets, and the available offers. The team chooses the material of their choice and edits the document to customize it. "Text and image boxes

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

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). Present across Europe through all its business lines, the company 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 customized marketing materials
- Offer a high degree of modularity of the marketing materials via editable zones (text and images)
- Reduce media production schedules through optimized 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 customized marketing materials
- Minimized approval times and secure workflows
- Reduced creation times by non-technical users
- Increased involvement of teams and standardization around a common tool
- Possible deployment to other business departments, in other territories

can be edited, with the ability to resize the images," specifies Murtin. "There are also the 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 an email is sent to the team for approval." Marcel Huchet, Quark France project manager, adds, "The user can request generation of a PDF file. This is available in low-res format with a 'Draft' 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. Murtin says, "The email is sent to the group's local manager for approval as well as to the communications manager. This email contains the direct link giving access to the document. The manager then goes to a page where he or she is 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 AS3C; 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 ongoing dialogue with the Quark teams in Paris and in India for the specific developments requested, as well as with their partner, the systems integrator CSE. Thanks to the work by the Quark, CSE, and BNP Paribas teams, just one afternoon was needed to teach users how to use the application," says Murtin. "The fact that the whole process takes place using a Web browser, in a user-friendly interface that uses tabs 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 finalize their own marcom media in just a few hours. In addition, the ease with which it can be used 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.
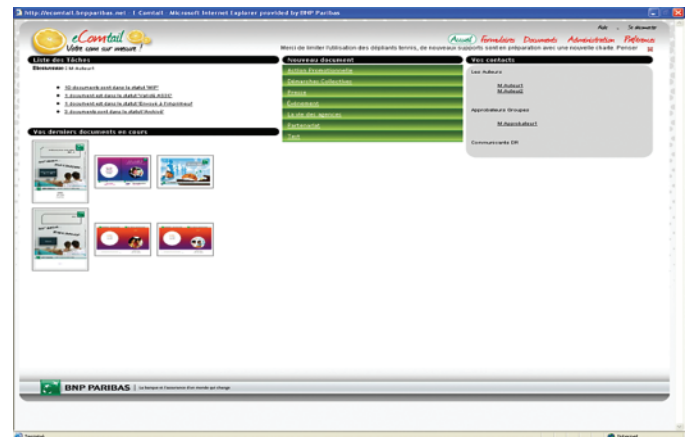
Users can access eComtail through a Web-browser and with a username and password. The user-friendly interface offers all types of employees an easy way to develop brand-compliant marketing material.

> "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

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"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."

Worldwide opportunities

eComtail was launched in 2011 and already its appeal is clear in other departments of the BNP Paribas organization. "Originally, eComtail was intended for the people in charge of the French Youth market," mentions 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, and ease of use." 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 of Quark, "Delivering relevant, timely communications to customers is a significant challenge 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 organizations 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 organizations 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."
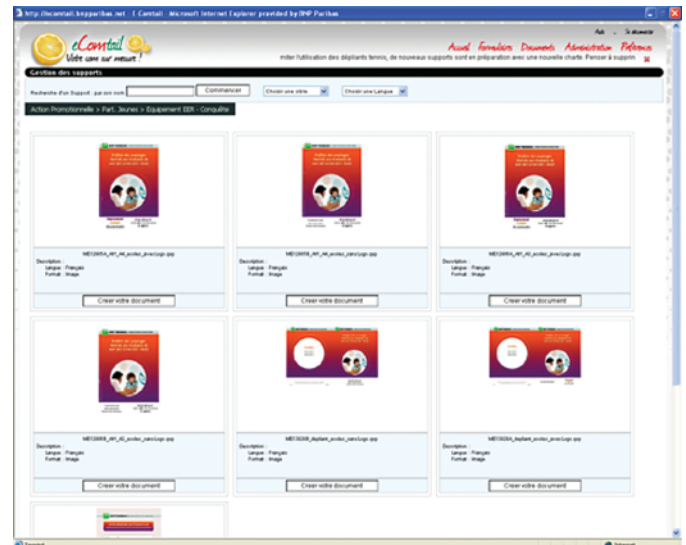
eComtail allows users to select templates that are appropriate for the target audience and type of offer associated with their marketing campaign.

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 personalized communications across print, the Web, and digital media, helping you to communicate with your customers when and how they want.

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