DekaBank

Hundreds of thousands of assets instantly available

DekaBank automates its brand and media management

Customer
DekaBank

Sector
Financial services

Employees
4,700+

Solution
**BrandMaker
Digital Asset Manager**

"In response to market needs, we are constantly introducing new products. Compliance, and the sale of the products, depends on the timely delivery of mandatory publications. Our marketing and media management system (MMS) meets this demand flawlessly and with scalability."

Stefan Hofhans, IT Service / Savings Banks, DekaBank

BrandMaker

Efficient marketing and media management system

Facts

More than
250.000
assets

2.200+
uploads per month

55
active external users

1.300
active internal users

Challenge

Create, index, and retrieve large volumes of documents and digital assets, whether for marketing materials or compliance-required documentation, on-demand

Results

- Increasingly automated marketing processes and workflows
- Easy customization to meet individual needs
- Faster delivery and availability of content and assets

About DekaBank

DekaBank Deutsche Girozentrale, based in Frankfurt, offers asset management, savings bank, capital market, real estate, infrastructure, transport, and export financing services to retail and institutional investors worldwide. DekaBank is part of the Deka Group, which is one of the largest securities service providers in Germany.

Total assets were approximately $331 billion (US), June, 2018 with approximately 4.7 million securities accounts under management.

A central platform for digital asset management

Today, MMS, Deka's marketing and media management system, which is powered by BrandMaker Digital Asset Manager, is fully integrated into the Deka Group's infrastructure and serves as the central platform for digital asset management across all companies across the planet.

Increased efficiency of marketing operations

BrandMaker Digital Asset Manager has brought substantially increased efficiency to DekaBank in two important ways:

- The automation of repetitive tasks.
- A transparent and vastly streamlined review and approval process.

"Our experience in the real estate sector is a good example. We always need new photos of our properties, especially when existing properties are renovated or expanded. Onsite creative resources, designers, photographers, and writers, can easily upload their finished product and have it instantly available to the marketing and sales teams."

Stefan Hofhans, IT Service / Savings Banks, DekaBank

On-demand distribution of a wide variety of compliance-required documents

DekaBank's business is document-intensive, managing hundreds of thousands of assets – from marketing materials to compliance-mandated documents. It is essential that all content be consistent with a complex regulatory environment, and respond to the immediacy of the sales process. End-users have a wide range of requirements and value fast, on-demand delivery.

DekaBank's relationship with their customers is based on trust – trust that Deka has the most accurate, most compliant, most effective documentation. BrandMaker has greatly simplified the process, and their solution scales relative to demand, enabling them to be able to meet all customers' needs.

Additionally, the 385 savings banks in Deka's network can use the system as a library to call up the current compliance mandated language, by product, to respond to customers' questions or to include in a contract.

Maximum security for critical financial data

BrandMaker recognized early on that as a leading international financial institution, DekaBank's data security requirements would exceed the norm. Working in tandem with DekaBank's IT security specialists, BrandMaker developed a customized, and proprietary solution to counter any and all situations.

Continuing to drive innovation and improvement

Simplification, automation, and localization are the mutual goals of DekaBank and BrandMaker – to quickly and efficiently provide the most effective documentation tailored to the various user groups and geographies.

"These advancements serve to increase the scalability of marketing. We are moving away from manual processes, from people-intensive workflows. The immediate horizons are to work with BrandMaker on automated indexing of our documents and assets, and universal versioning and updating. In the near future we want to be able to meet increasing demands for new files as automatically as possible, specific to the needs of our customer, without sacrificing quality."

Stefan Hofhans, IT Service / Savings Banks, DekaBank

BrandMaker is the leading software provider for effective Marketing Resource Management (MRM).

BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

Unleash Your Marketing Superpowers!

Contact us.

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