

# People's United Bank Unlocks Content for Users

OpenText enables multi-bank branding and user-friendly content management

**P**eople's United Bank is the largest regional banking organization headquartered in New England. Having been in service more than 165 years, People's United Bank is steadily increasing their employee and customer base.

As a large, thriving organization, People's United Bank had a rapid expansion—expanding from having three websites to eleven differently branded bank websites within a year. With the growing number of banks in multiple regions came new content owners, new people to support, and new processes. They needed a solution to ensure consistent branding and to empower new and existing content owners.

People's United had several goals for the project and had to find a solution that would adhere to all of their requirements. Some of the goals included: quick site conversions (within nine months or less), yielding a high Return On Investment (ROI), reducing their total cost of ownership, migrating content from multiple sources (Oracle®, MySQL™, Flat Files) to support many brands and different banks, and ensuring that they had a platform in place that was both well-supported and would carry them through for future acquisitions.

## Finding the right partners

OpenText was the perfect fit for the project. “We had no option for failure. We needed a proven partner. We felt comfortable with

OpenText as a company. We understood that the content management software that we were moving to was a mature, proven solution, so it was not an issue of who is this vendor, or is this technology reliable? It was more about defining our processes and getting our sites built,” says Scott Hurlbert, VP, Online Services at People's United Bank.

People's United chose Xpediant Solutions as the migration partner because they offered another low-risk, efficient option. Xpediant, an OpenText partner, had worked on many similar projects and had the experience necessary for the job.

“Xpediant gave us the greatest value for our money and had the experience, so we weren't facing a lot of risk,” explains Hurlbert. “And most importantly, they had a collaborative approach, so we learned a lot from them in the process, which, in the end, allowed us to be more self-sufficient.”

## Finding the right solution

Due to its brisk growth, People's United had many new sites that needed to be integrated and uniform. They chose OpenText

## INDUSTRY

Banking

## CUSTOMER

People's United Bank

## PARTNER

Xpediant Solutions

## CHALLENGES

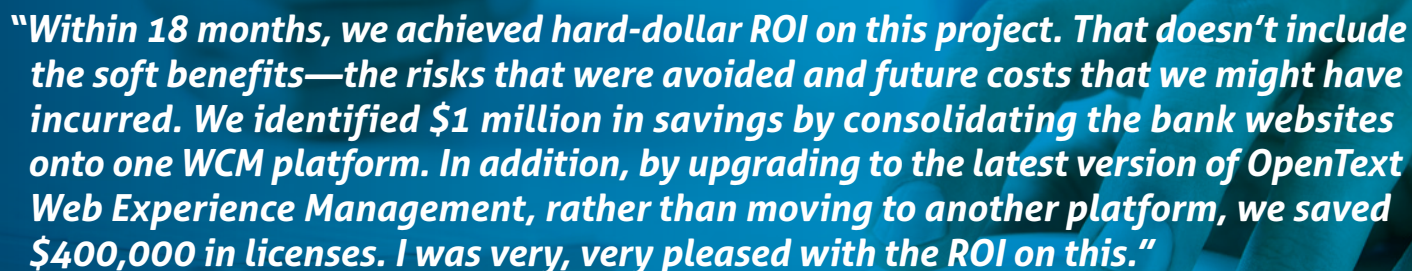
- Varied websites
- Different processes to publish content—few users had ability to edit
- Various content owners

## SOLUTIONS

- OpenText Web Experience Management
- OpenText Business Integration Studio
- OpenText Portal
- OpenText Dynamic Portal Module
- OpenText Portal Builder

## BENEFITS

- Enabled more users to have access to content
- Created unified website branding
- Implemented quickly, within time frames
- Gained hard-dollar ROI



***"Within 18 months, we achieved hard-dollar ROI on this project. That doesn't include the soft benefits—the risks that were avoided and future costs that we might have incurred. We identified \$1 million in savings by consolidating the bank websites onto one WCM platform. In addition, by upgrading to the latest version of OpenText Web Experience Management, rather than moving to another platform, we saved \$400,000 in licenses. I was very, very pleased with the ROI on this."***

SCOTT HURLBERT, VP, ONLINE SERVICES AT PEOPLE'S UNITED BANK

Portal as the sole content delivery platform and used OpenText Portal Builder to speed the graphical creation and implementation of all the different web applications. Portal provided a useful presentation platform to maintain a fast, cost-effective method of managing all of their sites. It also allowed for easy customization and personalization, assisting the integration process.

People's United wanted each website to be unique so, for instance, someone logging in from Maine would have a different view of the content than someone logging in from New York. They used OpenText Dynamic Portal Module to easily personalize and customize the different sites and portals using a preview portal. Using this program, they were able to make every site unique, depending on the users' needs. Dynamic Portal Module aligned with OpenText Web Experience Management and Portal to allow users to edit and personalize the existing content through a preview portal.

It was important to unify and personalize the site, but at the same time, they had to make it easier for the contributors. The systems they were using were varied and every new piece of content required different publishing methods. To address this issue, People's United translated their existing workflow, which limited users' web management capabilities, into Web Experience Management. The program allowed users to directly manage web content, freeing up IT's time and empowering the content owners.

Web Experience Management helped to control branding and deliver a consistent company image. It also allowed for

company growth—as the volume of sites increased, the number of contributors could too. Web Experience Management also supported many different standards (XML, Java™ 2 Platform Enterprise Edition [J2EE], Web services), making it very scalable with future technological growth.

People's United was also able to utilize their existing applications when facilitating the content management process. OpenText Business Integration Studio helps organizations provide timely and relevant information on their websites and portals while using existing information systems and applications. Using this application, Hurlbert was able to integrate and unify their enterprise information systems, increasing efficiency and reducing costs.

"Fortunately, the out-of-the-box software generally worked for most of our needs, which was wonderful because it enabled us to get this work done quickly and with minimal risk. We were able to use most of the features out of the box and simply train people on the new system," says Hurlbert. "Most of the features we needed—like the ability to support multiple sites on one content management system and compliance review—were already built right into the system. The fact that we could get this without having to customize it dramatically was one of the key reasons to move to the OpenText technology."

### Implementation and deployment

"People's United had a lot of sites that needed to be incorporated on a new system. They knew they wanted speed to market,

but they had several different ideas on what it would take or how to do the upgrade and migration," says Qusai Mahesri, Managing Director at Xpediant Solutions.

Xpediant held a workshop-type session with People's United to figure out the best way to do the upgrade. Standard user-interface templates, an audit trail application, and an automatic content versioning application were developed for all the sites to ensure that users were following guidelines.

People's United was not only able to make their sites uniform using the OpenText technology, but they also made it easier for the contributor. Previously, users would have to follow different processes to get content and every new piece of content required a different way of getting it published, which wasn't very user-friendly. But this all changed after implementation.

"Content owners were extremely happy to be able to hit a button to link a piece of content to another channel or to clone some content and reuse it somewhere else. It made the process much easier for them," Hurlbert explains. "For example, we were able to take payroll services content and replicate it across all seven websites. Instead of having seven times the maintenance capabilities for that line of business, it was one person doing it part time, which was a great benefit for us."

By sharing content items across sites like legal disclaimers, bank rates, and product information, content owners could control content across brands and make site maintenance easier for administrators.

***"We were able to save money in the integration, put in a rock-solid system, haven't had any downtime, and the system works very fast."***

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### Unlocking content for users

Content contributors at People's United were able to use technology they were familiar with, rather than a proprietary development tool (OpenText is based on industry standards, open standards with Java, rather than the Tcl programming People's United used in their prior system).

"To be able to use the technology and increase the number of contributors of content was a really big win," says Mahesri. "The internal users saved a lot of time. Although there was a bit of a learning curve to understand the process, once they embraced it, they realized the savings in time was translated to saving money—and that was huge."

It wasn't only the users who saw benefits—IT did too. Mahesri says, "Workload for IT became much easier from a maintenance perspective. Some systems were outsourced in the past, and now they could take advantage of using only one system."

IT's biggest gain was learning how to deploy new web applications and systems. Xpediant went through the process of mentoring them initially and then gave them documentation to make sure they followed a common path. As a result, four months after Xpediant finished their project, People's United was able to deploy a new website on their own. Mahesri says, "That showed the biggest ROI."

As for external users, the change was transparent. "We didn't receive a single customer call or complaint with respect to our conversion," says Hurlbert. "External users, customers of People's United Bank that look at the sites, see a more dynamic website. For them, there is a new, more unified perception of People's United Banks on this site," adds Mahesri. The site generates three million page views per month.

Another goal that was achieved was a positive ROI for the company. "Within 18 months, we achieved hard-dollar ROI on this project. That doesn't include the soft benefits—the risks that were avoided and future costs that we might have incurred. We identified \$1 million in savings by consolidating the bank websites onto one Web Content Management platform. In addition, by upgrading to the latest version of Web Experience Management rather than moving to another platform, we saved \$400,000 in licenses," says Hurlbert. "I was very, very pleased with the ROI on this."

### Future plans

The success of this project has inspired People's United Bank to partner with OpenText in the future. They are hoping to expand their web presence and are looking at developing internal sites (intranets and so on) with other OpenText products.

Hurlbert concludes, "We were able to save money in the integration, put in a rock-solid system, haven't had any downtime, and the system works very fast. We have observed a 70 percent performance increase since the upgrade. We have also doubled the number of people within the organization who are enabled to manage content so we have unlocked the content for people. We have teams in place now, more training, and more people inside the bank who are able to manage the content and the application itself."

Partnering with Xpediant and OpenText was the right choice for People's United Bank. Not only were all eleven websites live as of May 2009, with 4,000 new pages and 40 new non-technical content owners, but People's United has empowered their users and become more unified as a company. ■



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