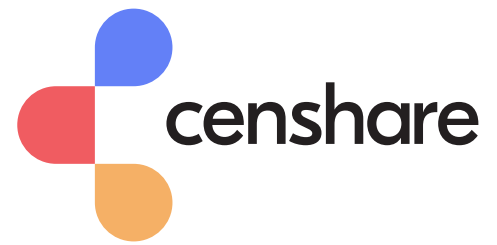# Content Delivery Platform Unleashes Insurer's Cloud-Based Digital Marketing

censhare

R+V Versicherung deploys censhare in the cloud as the core content delivery component for its comprehensive marketing technology stack.

DIU | R+V

master your content

"Essential features of censhare include its great flexibility and power to work with all kinds of assets, the ability to automate content processes and its strong content delivery capability."

Sascha Kämmerer, Marketing Technology Manager, R+V Versicherung

"With censhare, you have a programming and delivery framework ready for AWS services not just a container to store assets. This means we can add content automation processes as required and can deliver more functions in the future."

Marc Mundt, CEO, DIU

At a glance

Industry

Insurance

Products

• Digital Asset Management

• Headless Content Management

Business need

Implementing cloud-based, centralized Digital Asset Management and Headless Content Management as the foundation to deliver content across the organization, to partners and other marketing systems.

DIU Combines Marketing Technology and IT Expertise

DI Unternehmer is an IT services provider specializing in the development of modern business applications. As a certified censhare Gold Partner and AWS Consulting Partner, DIU focuses on harnessing the innovative power of modern technology to help shape the business development of its customers.

Insurance Giant's Content Marketing Goes Premium

With around 200 staff, German insurance group R+V Versicherung's marketing team promotes a diverse portfolio of insurance and pension products to its 8.8 million customers. Germany's second largest insurance provider needs to feed the many channels to customers with a multitude of printed and online collateral. The efficient production of content is essential to achieve this aim.

However, R+V Versicherung's content collection was scattered across network locations and local storage silos, as well as external agencies. The lack of an effective Digital Asset Management (DAM) system and Headless Content Management System (CMS) made it time consuming to search for and find media and text assets or perform other basic functions such as converting content from one format to another.

Something needed to be done to help the marketing team store, retrieve and deliver content more efficiently, faster and with lower costs. "Our first step was to find a way to bring all assets into one place," says Sascha Kämmerer, Marketing Technology Manager, R+V Versicherung.

Business Results

100%
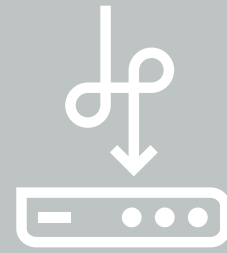flexible, secure cloud-based solution for marketing operations

200
users internally

20+
external agencies use the DAM

1
content hub for the entire martech stack

Stringent Process Picks censhare

The company embarked on a strict selection process to find a DAM and Headless CMS to meet the needs of its digital transformation strategy. Following in-depth research of available systems supported by formal proposals and trials, R+V Versicherung selected censhare.

Kämmerer explains why: "censhare's object-oriented structure offers the flexibility to build our own processes for working with assets, can run on Amazon Web Services (AWS) infrastructure and offers a strong Application Programming Interface (API) for delivering content to other marketing systems. Other DAMs and CMSs are rigid and have inflexible structures, which would have been difficult to evolve to meet our needs."

A Fully Cloud-Based System

To help it implement the censhare solution, R+V Versicherung turned to DIU, a censhare Gold Partner with strong IT integration skills.

"We have a long relationship with DIU. They know our culture, systems and marketing technology. DIU could also roll out a complete solution in line with the needs of our IT stakeholders. This was critical because the implementation of such a system calls for a strong partner with the right IT skills," Kämmerer says.

The DAM and Headless CMS are fully implemented and operated in the cloud to meet R+V Versicherung's demanding requirements for short project duration, flexible expansion and high availability. As a certified AWS integrator, DIU chose a tailored service integration to comply with stringent financial governance regulations.

360 Degree Content Delivery System

It soon became clear that censhare could offer R+V Versicherung much more than just storage functions. Far from being a conventional closed loop system with limited integration, censhare can centrally deliver content to other marketing systems directly from the cloud. This openness provides the foundation for R+V Versicherung's entire marketing technology stack.

"censhare enables the whole stack to work together seamlessly through Application Programming Interfaces (APIs). censhare fits perfectly because of its openness, especially its Headless Content Management capabilities," says Kämmerer.

An Exponential Growth in Benefits

censhare creates limitless possibilities for development. With the foundational DAM and Headless CMS in place, R+V Versicherung is now looking at implementing more extensive automation and new use cases, with print production management being a high priority for 2021. Kämmerer believes content automation will bring huge benefits throughout the entire briefing, production and approval process, especially when working with multiple brands, sales channels and partner portals.

Even though these capabilities have yet to be implemented, the roll out of the censhare DAM and Headless CMS is already bringing business benefits for R+V Versicherung. As well as the internal marketing team, the censhare system is used by more than 20 external agencies.

"The number of assets in the system is still relatively small but we expect it to grow to hundreds of thousands as new marketing tools are added and as we use more channels," says Kämmerer. "We are just beginning to understand the enormous time and cost benefits, and these can only grow."

All Project Targets Met

Kämmerer identifies two key characteristics that drove the censhare project to a positive completion — outstanding product capabilities of censhare and AWS to ensure long term success, and the strong implementation skills of DIU that address not just the technical aspects, but also the organization's needs.

"Close collaboration between the censhare, DIU, AWS and IT teams, as well as with our marketing team, was established quickly to ensure a successful implementation. It's been a complex software project and we met all our targets. The achievement is being recognized across the R+V Versicherung organization," concludes Kämmerer.

R+V Versicherung uses censhare DAM and Headless CMS hosted on Amazon Web Services (AWS). AWS offers a broad set of global computing, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs and scale applications.

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

www.censhare.com